

LIFE

OUR BIGGEST TOURIST EXODUS
JUST-RELEASED JET HERO TELLS
WHAT IT'S LIKE IN RED CHINA
A COLLEGE CLASS 15 YEARS AFTER



THE 'CONSTITUTION'
AND HER CREW

20 CENTS

JUNE 27, 1955



Season with the *flavor magic* of America's finest spices

Flavor up . . . with seasonings processed from the pick of the world's best plantings. Give that magic touch of taste to each garden-fresh morsel. Right now you'll find a special display of McCormick or Schilling salad spices at your grocer's. Enjoy them in the next salad you serve.



ONE FAMOUS EMBLEM—TWO GREAT BRANDS

**McCORMICK and
Schilling**



Buy
the tea
with the
big **Mc**



T H E H O U S E O F M C C O R M I C K

ARMSTRONG TIRES'

"Ounce of Prevention" Can Save Your Life!



Armstrong's Patented Safety Discs Protect You Against Skids As No Other Tubeless Tire Can!

Examine the photos on the right and you'll understand why Armstrong Tires grip the road when other tires fail . . . why Armstrong delivers the greatest skid protection in tire history! And remember, skids are the *major cause* of accidents due to tire failure.

So play safe! Equip your car with the world's only tubeless tires with "Ounce of Prevention" safety discs. Get new Armstrong Miracle Tubeless Tires. They can save your life!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth, slippery surface under brake pressure. This pressure causes the tread to lose its vital grip on the road . . . and you skid!



With Armstrong Tires, the tread *can't compress!* Can't squeeze together. For, just like your fingers when you put rubber discs between them . . . "Ounce of Prevention" discs keep the gripping edges apart. Tread *can't* lose its grip on the road . . . thus preventing dangerous skids!



Only Armstrong gives you this **LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE** — the longest and strongest in the industry.



Armstrong's advanced engineering know-how developed a special puncture - protected liner that resists bruise blowouts . . . gives you ample time to make a straight-line stop.

ARMSTRONG *Rhino-Flex* TUBELESS TIRES

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This One



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REMOVE TAR AND ROAD OIL QUICKLY AND EASILY WITH

DU PONT DISSOLVO®

Those stubborn spots wipe right off! Du Pont "Dissolvo" is also ideal for removing old wax and silicone polishes.

Pint **85¢**



GETS YOUR CAR SO CLEAN IT DRIES ITSELF—

DU PONT CAR WASH

Just sponge it on, then rinse it off. This scientific detergent removes all grease and grime, so car dries spotless, without wiping!

½ lb. . . **75¢**



WASH YOUR CAR WITH THE CURVED-TO-FIT

DU PONT TURTLE-BACK SPONGE

Big sponge carries 20 times its weight in wash water, goes over whole car quickly. Soft when wet—safe for finishes. Also in block shape—all sizes.

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How to keep your car looking its best!

TAKE OFF RUST, KEEP CHROME GLEAMING WITH

DU PONT CHROME POLISH

Removes corrosion and discoloration from bumpers, door handles, trim, headlight frames, and radiator grille. Then a quick wipe leaves metal sparkling.

8 oz. **60¢**



BRUSH A "NEW" LOOK ONTO FLOOR MATS AND TIRES WITH

DU PONT TIRE BLACK

Gives gray-looking floor mats and tire casings the rich, black luster of new rubber. Just brush it on. The finishing touch to polish jobs!

Pint **85¢**



You SHINE as you CLEAN with DU PONT No. 7 POLISH—in much less time!



IT'S THE ONLY POLISH WITH WORK-SAVING METHYL CELLULOSE! Exclusive stroke-saving formula not only cleans while it shines—it saves ⅓ of the cleanup. And no other one-operation polish, no matter what it costs, gives longer-lasting finish beauty. Made by Du Pont—makers of most auto finishes. Ask for Du Pont No. "7" Polish.

PINT **\$1.25**

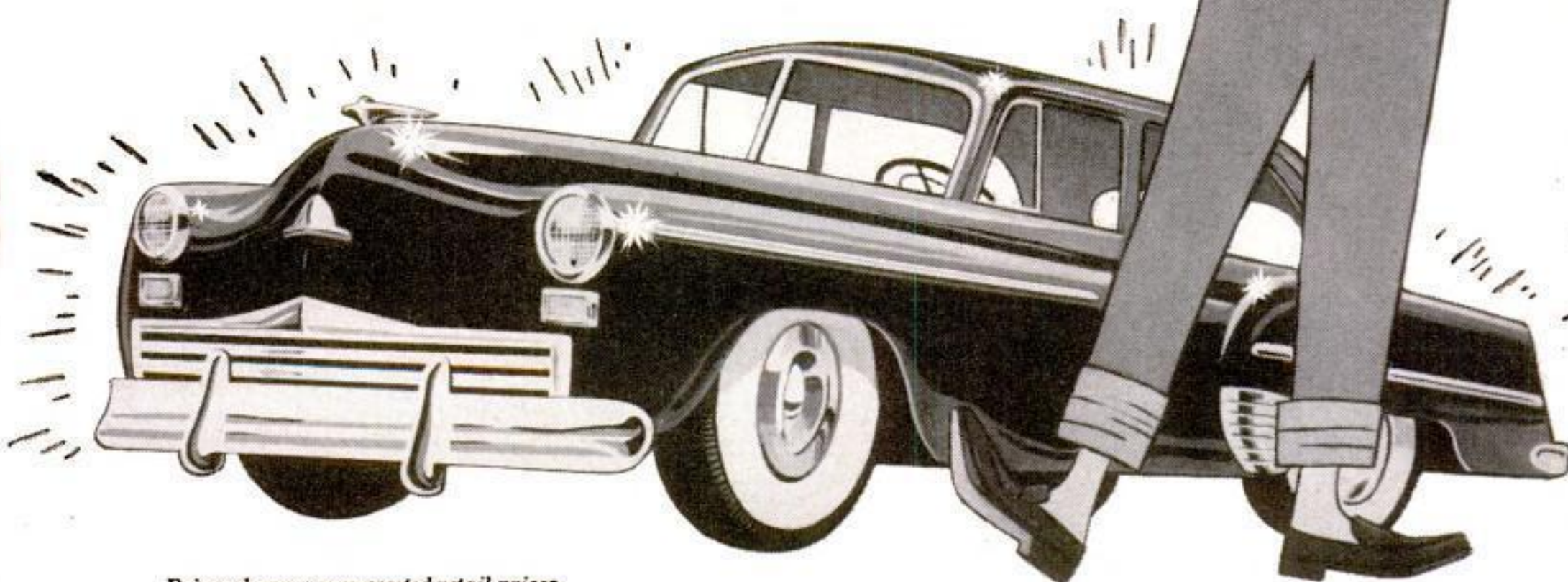
Du Pont No. 7 Products

FROM CHEMICAL RESEARCH . . . FOR EASIER CAR CARE



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Prices shown are suggested retail prices.



STUNK!



SHRINKAGE can take the joy out of play clothes in no time at all. And no matter what other wonderful things have happened to fabrics . . . some

still can shrink. So, for *permanent* fit insist on cottons labeled "Sanforized." That way you're *sure*—washing after washing after washing.

•**SANFORIZED**•
TRADE MARK

SAVES THE STYLE . . . PROTECTS YOU AGAINST SHRINKAGE

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Peron rides the whirlwind

26

A religious demonstration, excommunication and the bloodiest South American uprising in years shake rule of Argentine dictator.



PERON-OUSTED PRELATE

A prisoner and a pawn

146

Jet ace Captain Fischer tells of his imprisonment and how crossed fingers belied the Red Chinese propaganda he was forced into.



CROSSED FINGERS

Cover and cover story

34

The crew of "Constitution" (see cover), an important factor in our biggest tourist exodus, poses for family portrait:

- 1 Engineering staff
- 2 Deck staff
- 3 Assistant cooks
- 4 Stewards and baggagemen
- 5 Master and staff
- 6 Stewardesses
- 7 Nurses, hostess, ship's officers
- 8 Chefs



THE "CONSTITUTION" AND HER CREW

A college class 15 years later

135

LIFE presents a visual report, based on a survey, of Vassar's class of '40, showing the changes that have taken place since graduation.

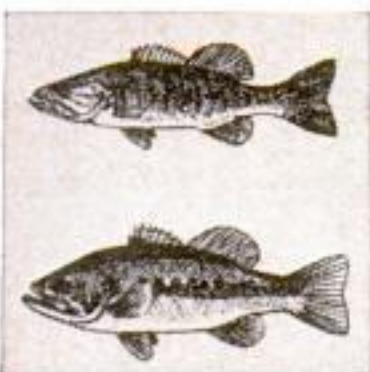


REUNING VASSARITES

U.S. fresh-water game fish

96

Wildlife Artist Maynard Reece went 20,000 miles to paint an authoritative color album of the 73 most sought and most caught species for LIFE.



TWO FAVORITE BASS

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The master and crew of the "Constitution" pose for an unusual family portrait (see left and pp. 34-39)

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; K.P.A., KEYSTONE PRESS AGENCY; U.P., UNITED PRESS; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

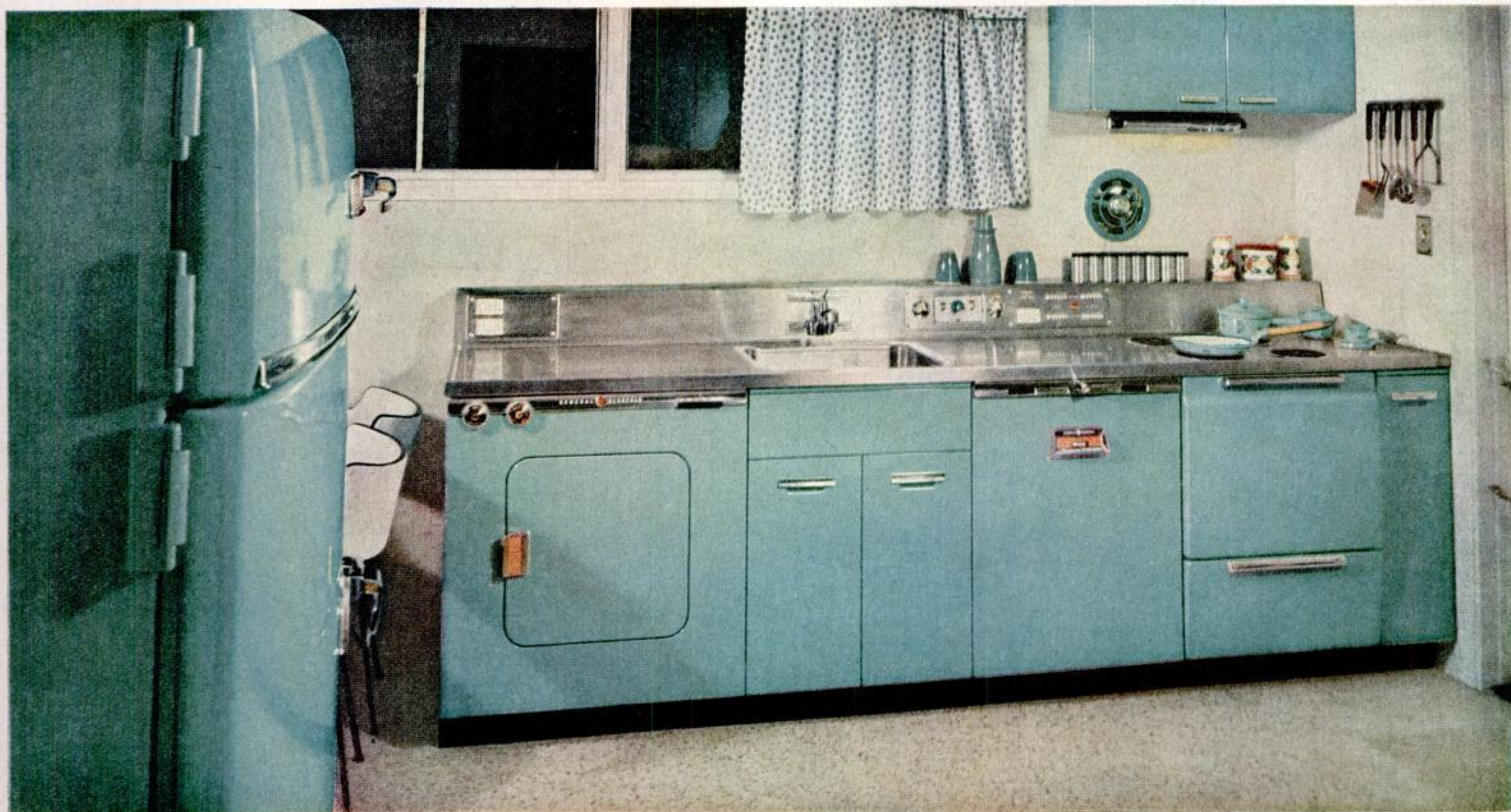


This is town-builder Bill Levitt, and area map of Levittown, Pa. When completed, this new community (between Philadelphia and Trenton) will house 70,000; contain 17,000 dwellings . . . with schools, churches, shopping centers and playgrounds—all pre-planned.



\$100 a month covers all taxes, interest, insurance and amortization for this beautiful new "Country Clubber" Levittown house. Complete price: \$17,500. Veterans pay \$1000 down; non-veterans \$2600. Included at no extra cost: new 9½-foot wonder kitchen by G.E., below.

Town-builder LEVITT previews the new 9½-foot wonder kitchen by General Electric



When a woman goes house-hunting, the place she usually heads for first is the kitchen. This is where she spends so much of her day. This is where she's most likely to fall in love with the house, or reject it.

A man who fully realizes the import of this is the world's largest developer, William Levitt. He believes not only in a kitchen that captivates women at first sight, but one that—paradoxically—she spends less time in . . . one that does her tasks so

efficiently that she has extra hours each day for her family, friends or hobbies.

What you see here is the final design of the built-in custom kitchen-laundry center that both Levitt and General Electric agree offers today's woman more than any other conceived during the past quarter-century. (Mr. Levitt's association with General Electric goes back to 1930, the year G-E Refrigerators were first installed in his unique houses.)

The General Electric Kitchen Center will be in-

stalled in Mr. Levitt's finest Levittown, Pa. homes, and it will also be made available all over America, through local builders, G-E distributors and G-E dealers. In the words of one woman enthusiast, "It is the most magnificent, yet most sensible work-saver, space-saver and time-saver ever!"

General Electric Company, Appliance Park, Louisville 1, Kentucky.

GENERAL  ELECTRIC

Automatic G-E Kitchen Center cooks food . . . flushes away food waste . . . washes dishes . . . even cleans and dries clothes!



Big, wide 21-inch oven . . . push-button controls . . . automatic oven timer, bake and broil units of range are fully enclosed. No open coils.



No more garbage pail. Wonderful General Electric Disposall® shreds food scraps (peels, coffee grounds, bones) in a twinkling.



Dishwasher makes short work of a daily chore. Messy dishes are never in sight. Washes and dries a full day's supply at once.



Wash day is fun day with this G-E Washer-Dryer. In go the dirty clothes . . . and out they come, cottons ready for ironing; synthetics ready to wear!



Refrigerator with Revolving Shelves that put all foods at fingertips is standard equipment in Levittown "Country Clubber" kitchens.

Schenley brings back The Golden Age of Elegance



...for gracious Summertime living



Imported Elegance!

O.F.C.

Canadian whisky,
a blend, 86.8 proof.

SCHENLEY RESERVE BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY GIN DISTILLED FROM GRAIN, 90 PROOF. © 1955 SCHENLEY DISTILLERS CO., N. Y. C.

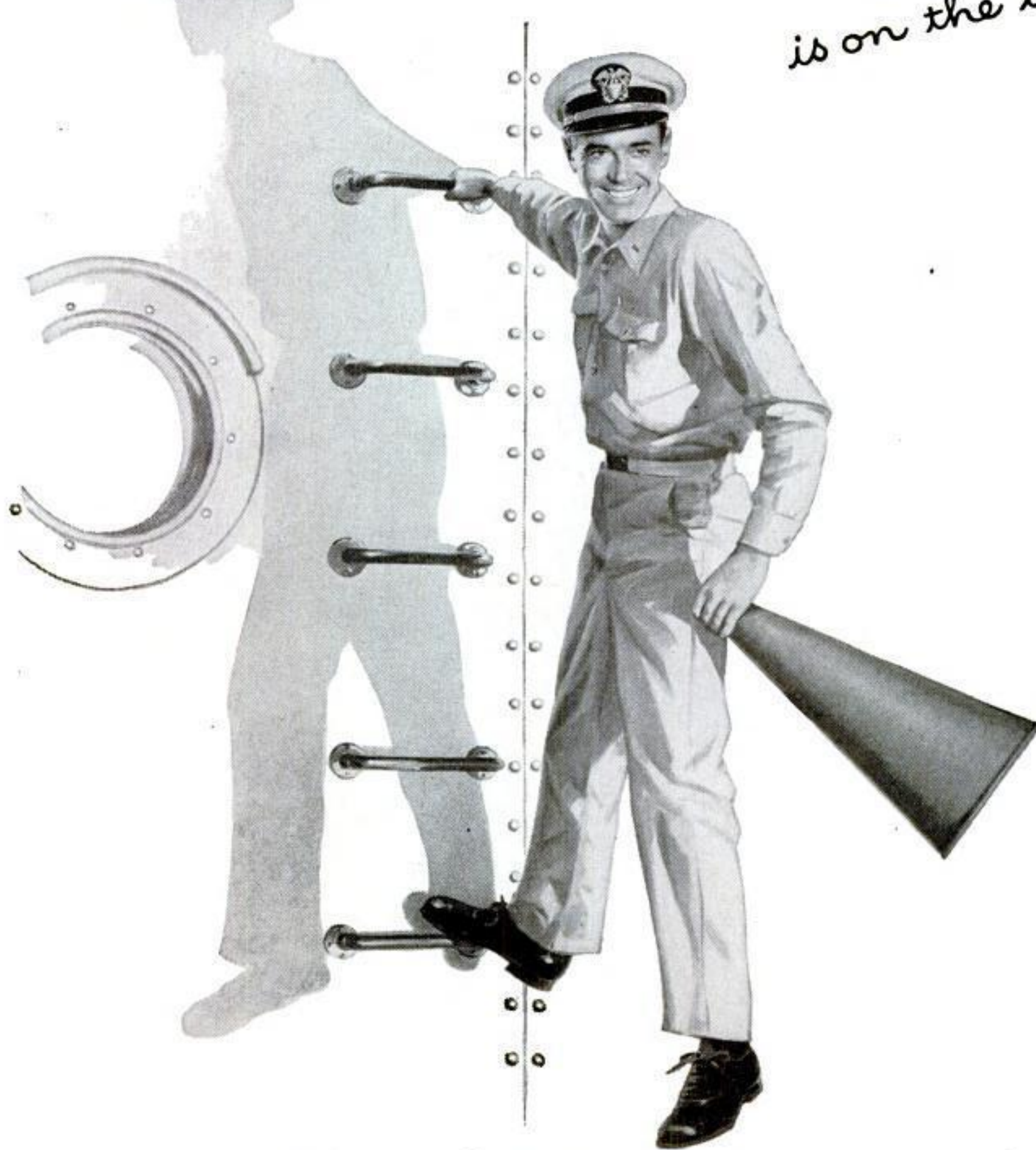
THE HAPPIEST ANNOUNCEMENT WARNER BROS. EVER MADE:
it's here!



THE HAPPIEST PLAY THAT EVER PLAYED!

"Mister Roberts"

is on the screen!



WARNER BROS. PRESENT IT IN

CINEMASCOPE WARNERCOLOR AND STEREOGRAPHIC SOUND

STARRING **HENRY FONDA**

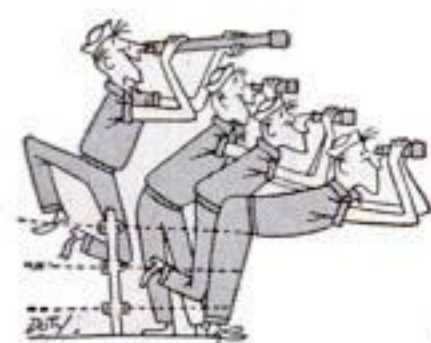
the original Mister Roberts

WILLIAM POWELL
as Doc



JAMES CAGNEY
as the Captain

JACK LEMMON
as Ensign Pulver



ALSO STARRING

BETSY PALMER • WARD BOND • PHIL CAREY

SCREEN PLAY BY FRANK NUGENT AND JOSHUA LOGAN

BASED ON THE PLAY BY THOMAS HEGGEN AND JOSHUA LOGAN PRODUCED BY LELAND HAYWARD

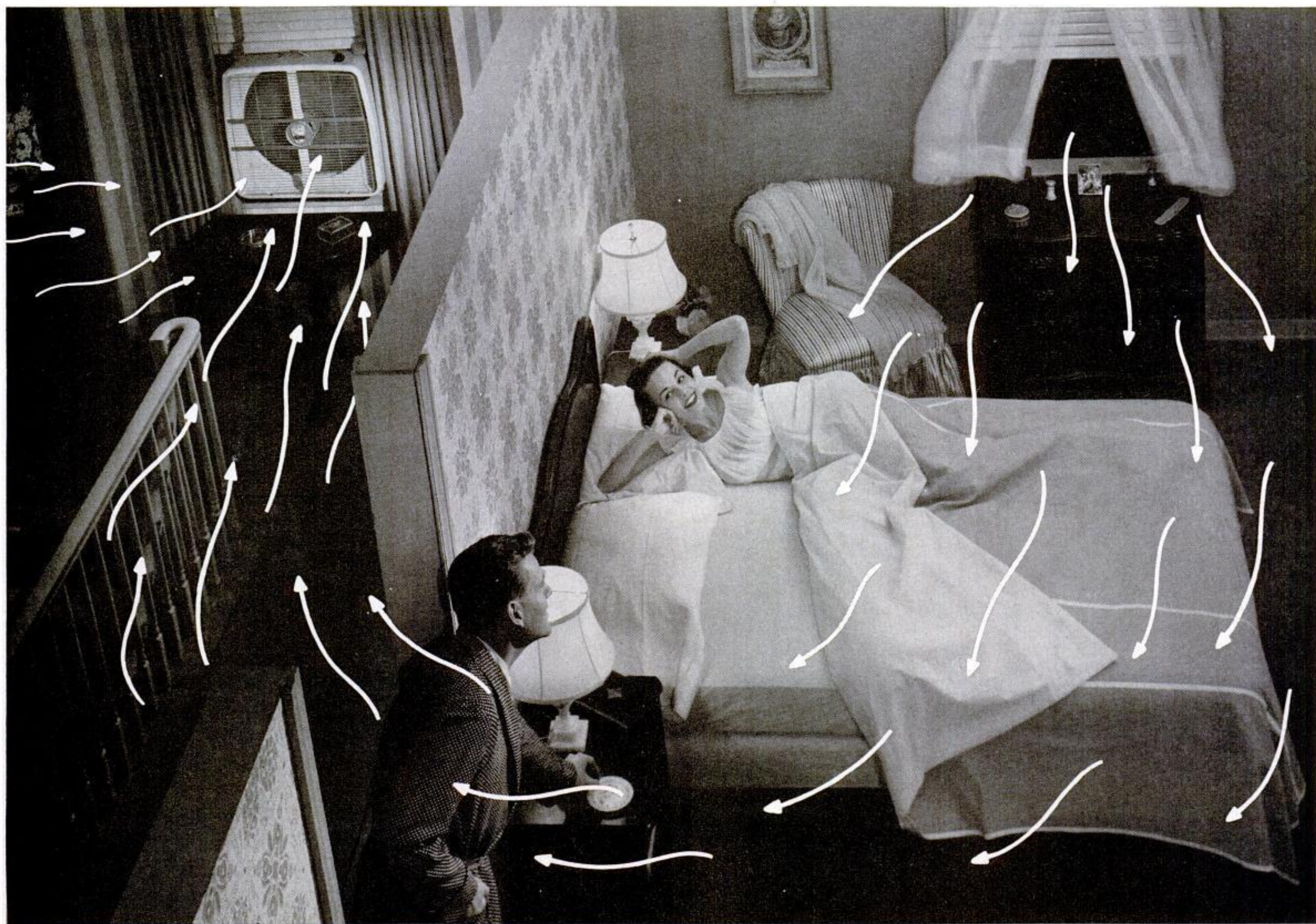
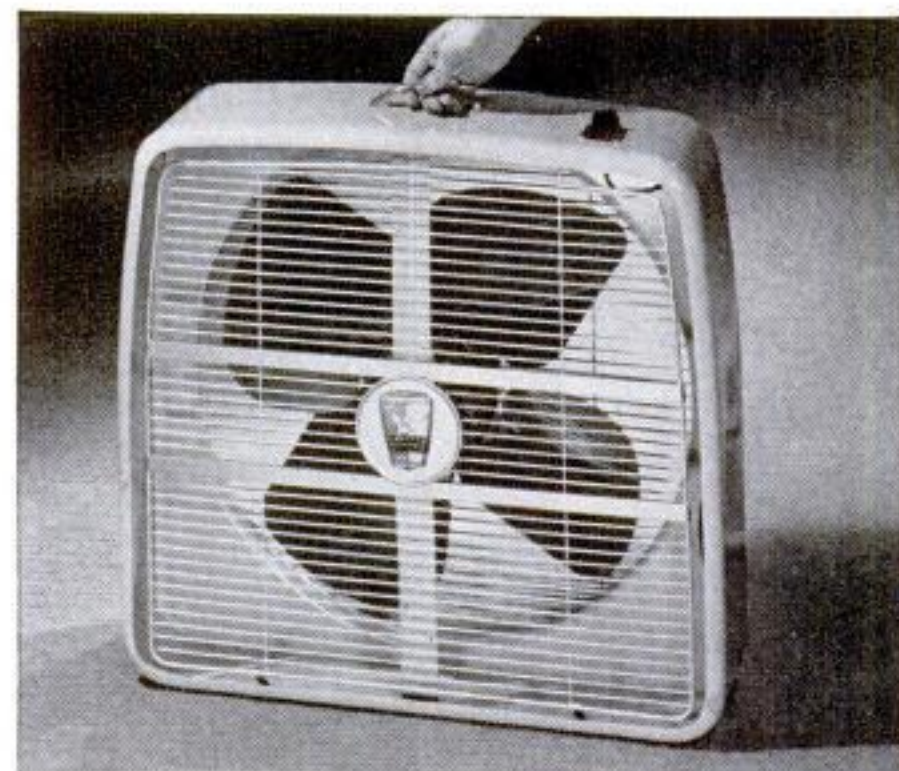
DIRECTED BY JOHN FORD AND MERVYN LEROY

MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN



NEW "FANTASY" DOUBLE-DUTY FAN

Quietly puts 56 changes of cool air per hour into your bedroom.
Big 20-inch model only \$57.40



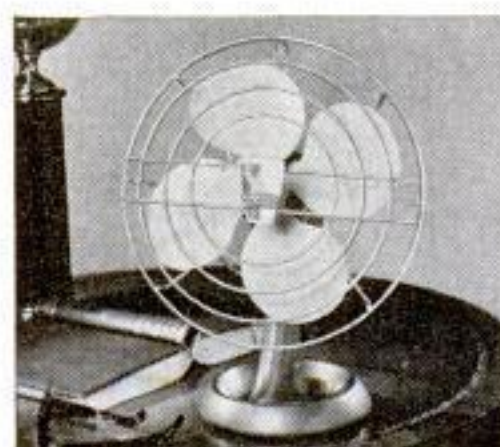
Sleep comes quickly as this Emerson-Electric hush-treated fan flows coolness throughout the room. In cool "Treasure Tones," too.

Lifetime Cooling!—The discomfort of hot, muggy nights, sultry days, is all in the past. Night or day, you will enjoy the comfort of this Turnaround window and utility fan. Pulls in cool, fresh air or exhausts stale room air. Also serves as a floor fan. Safe around children and pets.

Lifetime 2-speed motor with quiet-type blades—beautifully finished in falcon brown and beige. Convenient carrying handle. Five-year guarantee.

See it and other great Emerson-Electric *Fantasy* fans at your dealer's or write for brochure No. 5005 today. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

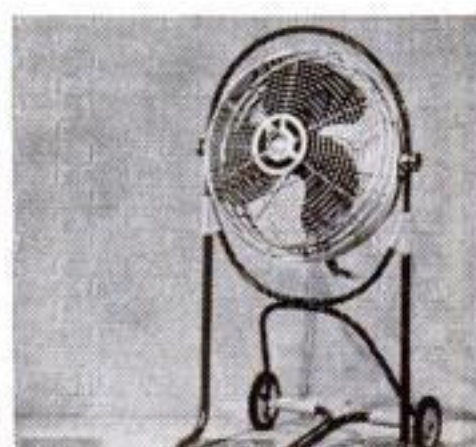
Emerson-Electric
of St. Louis • Since 1890



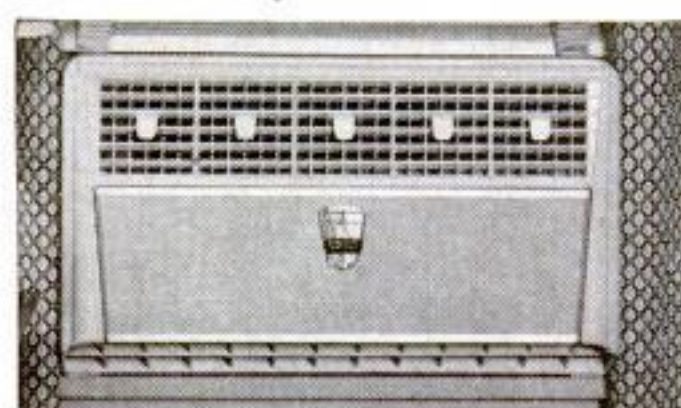
New Northwind oscillating fan ... only \$19.95



New Low-table fan—colorful, washable plastic cap ... \$53.95



New Roll-about Air Circulator ... \$79.95



All new! 1955 Emerson-Electric air conditioner. One-ton unit, \$329.95. Set of six removable plastic face panels in attractive colors to match any decor. True flush mounting—directional cooling—concealed controls. Write for colorful brochure No. 5006.

teachers can tell...



+



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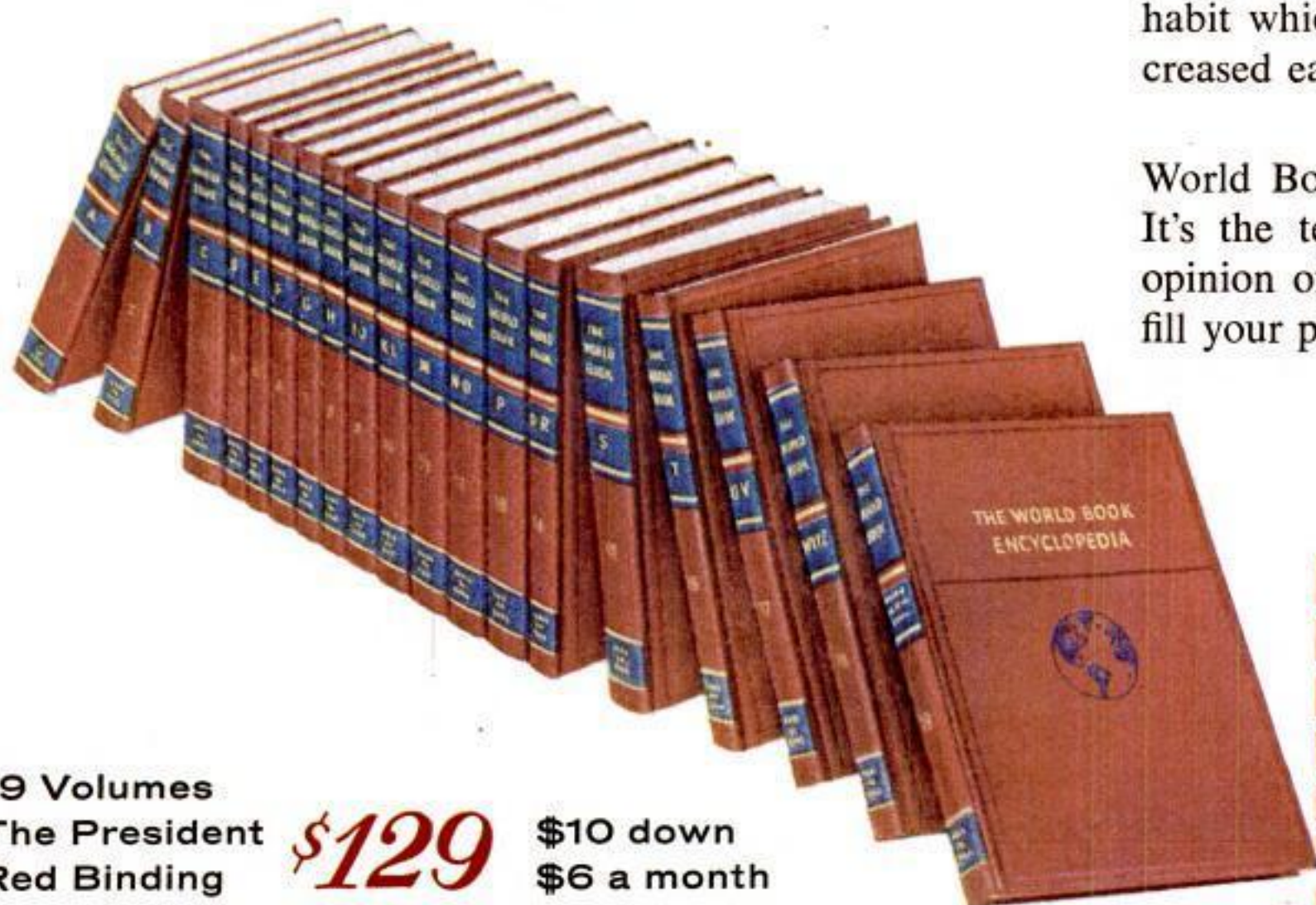
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Cadillac



For the Sheer Joy of Living !

The true worth of any possession may be measured largely in terms of the enjoyment it brings its owner.

And that is why the great Cadillac car must be counted among the most prized of personal possessions. For certain it is that few worldly belongings add so much to the sheer joy of living.

In the first place, it stands completely alone in all the things that make a motor car a pleasure to utilize.

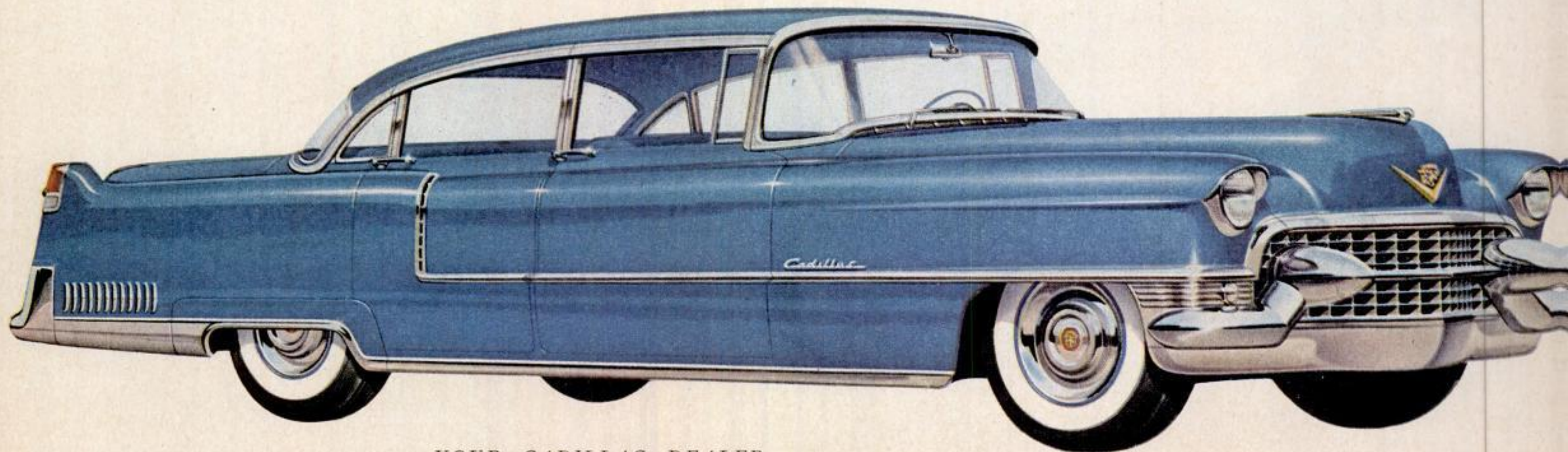
Through every mile, it provides rest and recreation and comfort in unprecedented measure.

And how rewarding a Cadillac is to own! In fact, owners everywhere will tell you that it is their greatest source of pride and happiness . . . and that it enhances their daily satisfaction and contentment to an unbelievable degree.

Of course, it isn't necessary to decide on Cadillac

solely for your personal gratification. For the car is *practical* as well as *wonderful* . . . and represents a surprisingly sound investment for a surprisingly large group of motorists.

Why not stop in at our showroom today—and see if you are among the many who should move up to the "car of cars"? We think you'll agree—it's too thrilling a possibility to overlook!



YOUR CADILLAC DEALER

How to avoid dry, unruly "feather-duster hair"



New greaseless way to keep your hair neat all day

New Vitalis with V-7 prevents dryness, makes hair easy to manage

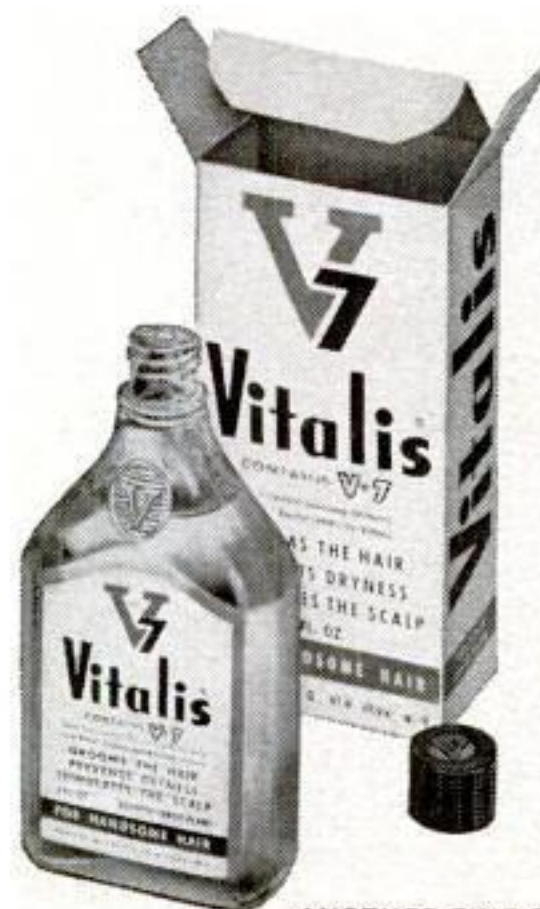
If you dislike over-oily hair tonics, here's good news. New Vitalis keeps hair in place with V-7, the *greaseless* grooming discovery.

You can use Vitalis as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, it gives you wonderful protection from dry hair and scalp. And tests show it kills on contact germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

Try new Vitalis with V-7. You'll *like* it.

New VITALIS® Hair Tonic with V-7®



ANOTHER FINE PRODUCT OF BRISTOL-MYERS

NEW VITALIS



MESSY OILS



"TISSUE TEST" proves greaseless
Vitalis outdates messy oils

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

LETTERS TO THE EDITORS

H-BOMB BUILDER'S ATOM SHOW

Sirs:

Thanks for your wonderful and amusing article on my "atom" show ("The H-Bomb Builder's Atom Show," LIFE, June 6). You did an excellent job of presenting my main point: SCIENCE IS FUN! I wish more people in the Bay area would realize this as clearly as you do. Unless local subscription increases substantially, our educational television station may go off the air before it has the chance to bring to the public many of the excellent people in the University of California and other institutions, who surely could do a better job than I in explaining science.

EDWARD TELLER

Berkeley, Calif.

Sirs:

Dr. Teller's programs were initiated by the Educational Television and Radio Center and produced by San Francisco TV station KQED for this organization. They are to become part of a series which will include such outstanding scholars as Gilbert Highet, T. V. Smith, Howard Hanson and others. This series will be seen on all educational television stations of the nation.

LYLE M. NELSON

Ann Arbor, Mich.

GREAT KOMODO DRAGON



ZOO'S 1934 DRAGON

Sirs:

I remember all too well seeing one of those Komodo dragons ("The Great Komodo Dragon," LIFE, June 6) in the Bronx Zoo 15 or 20 years ago. As it started to tear a live chicken apart I had to turn away.

MRS. ROARK BRADFORD
Santa Fe, N. Mex.

● The Bronx Zoo owned a Komodo dragon in 1934, but it died after three months of captivity—ED.

HOW AND WHAT EDEN WON

Sirs:

Your editorial ("How and What Eden Won," LIFE, June 6) fails to mention the increase and redistricting of Parliamentary constituencies and the adroit timing of tax reductions as factors in Eden's success. And please note Labor has retained over 46% of the popular vote. Your premature burial of "sodden Socialism" also ignored the fact that Eden will continue as Churchill did to operate what the A.M.A. denounces as "socialized medicine." Only in road transport and steel did the Tories reverse Labor's policy of public ownership in coal, rail transport and other industries.

MARK STARR

International Ladies' Garment Workers' Union
New York, N.Y.

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CRANE'S PRIZEWINNING "MUNICH'S HOFBRAUHAUS"

WINNING GROUP

Sirs:

You mention five photographers on LIFE's staff who won prizes at the News Pictures of the Year contest ("Winning Group," LIFE, June 6). Yet you show only four pictures. Would you show us Ralph Crane's prize-winning photo?

E. WOODS

Brighton, Mass.

NEW SOVIET AIR FORCE THREAT

Sirs:

Your essay, "A New Soviet Air Force Threat" (LIFE, June 6), was very informative. It is comforting to know that although Russian planes are advancing rapidly in design, our country still has a lead.

REYNALDO HERNANDEZ

Perrysburg, Ohio

Sirs:

Now that the Russians have A-bombs and H-bombs plus modern jet bombers and fighter planes they feel they can bargain with us. Now that sure U.S. victory through airpower doesn't exist the world gets its Big Four Conference and perhaps some of that peaceful co-existence it has been wishing for so long.

ARTHUR W. STIER

College Park, Md.

Sirs:

Our compliments on the excellent and speedy treatment given the recent revelation of Russia's increased air strength. In describing your picture of the massed B-47 flight you indicated that the bomber crews were trained by Boeing. The 1,000th crew referred to graduated from the 3520th Combat Crew Training Wing, McConnell Air Force Base at Wichita.

J. O. MITCHELL

Boeing Airplane Company
Wichita, Kan.

TWISTERS TAKE THEIR TOLL

Sirs:

In your recent coverage of the disastrous storm that struck Udall, Kan. ("The Twisters Take Their Toll," LIFE, June 6) you note certain locations by number. Number 4 you say is headquarters of the Red Cross. Instead, it's the spot where the Salvation Army was providing free meals, clothing and bedding to the victims as well as food for the rescue workers.

W. E. LINDSEY

Newton, Kan.

● Both the Red Cross and the Salvation Army had their headquarters at this location.—ED.

A NEW-STYLE BOSS

Sirs:

I read Mr. Hawley's fine study of Carmine De Sapio ("New Territory for a New-Style Boss," LIFE, June 6) with special interest. Mr. De Sapio is a graduate of Fordham where I have taught law for 42 years. He certainly measures up to Fordham's high standards.

DR. I. MAURICE WORMSER, LL.D.

New York, N.Y.

Sirs:

Your article on De Sapio seems a build-up for the future prosperity of Tammany Hall. When one man tries to capture the U.S. electorate through the Empire State's popular vote that state should be split into governments the size of Rhode Island.

A. M. TEBBETTS

St. Louis, Mo.

RED AMATEURS ARE PROS

Sirs:

Though a loyal-blooded American, I was thoroughly disgusted by Mr. Rastvorov's article, "Red Amateurs Are Pros" (LIFE, June 6). Who are we to criticize? We have athletic scholarships. Good athletes, sometimes idiots, are sent to college just to play sports.

BRUCE FRISHKOFF

Roslyn, N.Y.

A LOOK AT THE WORLD'S WEEK

Sirs:

When his son needs him most ("A Slap for a Son," LIFE, June 6), Harry Brand slaps his face and asks, "What are you trying to do to me?" He should slap himself and ask, "What have I done to you?"

G. C. HAZARD JR.

Beaverton, Ore.

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Thousands of women wrote and asked:

"Give us a permanent that's . . .



odor-free!

.....



frizz-free!

.....



trouble-free!"

.....

and, here is our answer!

all new Toni

The most pleasant way to the most natural wave of your life! —————>

odor-free!
as a wave can be

all new FRESH AIR WAVING LOTION*!

No strong ammonia odor! Think of it!

No harsh ammonia fumes to fill the air and cling to your hair! In fact, so little odor . . . you'll hardly know you're having a permanent! Costly ingredients *never before used in a permanent* make TONI's Fresh Air Waving Lotion the *mildest, most gentle . . . yet most effective* waving lotion ever created!

*Patents applied for



frizz-free! as a wave can be all new LANOLIN-TREATED END PAPERS!



Imagine how much softer your TONI will be . . . now that *every curl is wrapped protectively in lanolin tissue* from start to finish!

There's hardly a chance of dry, split ends . . . or "first-week frizz" with TONI's Lanolin-Treated End Papers.

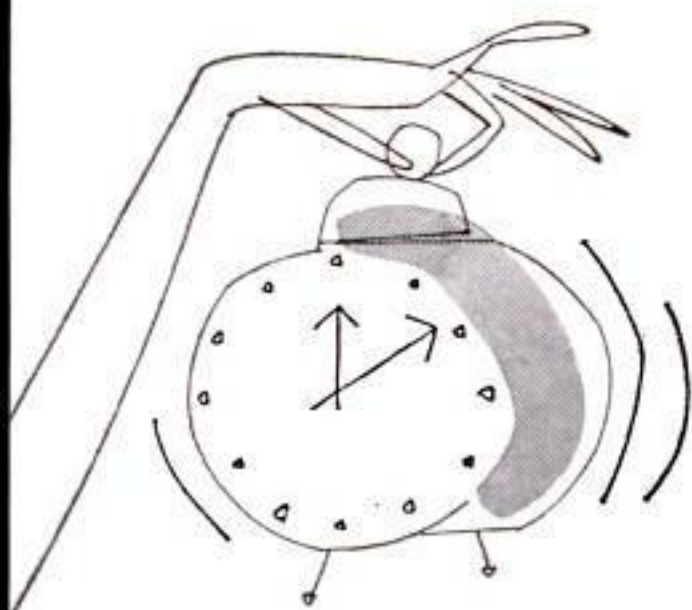


plus..



No matter what type of hair you have
what style of wave you want . . .
there's a TONI just right for
you! Very Gentle . . .
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trouble-free! as a wave can be
(and very, very fast!)



all new 10 MINUTE WAVING TIME!

With its wonderful Fresh Air Lotion, TONI has *never been faster!*

All-New TONI's waving lotion action is *complete in just 10 minutes!* And, there's *no chance* of under-waving or over-waving! It's timed so right... your wave just *can't* go wrong!



all new NO-DAB NEUTRALIZING!

No more troublesome "curl-by-curl" neutralizing! With All-New TONI you pour-over, pour-thru... simple as rinsing!

From start to finish, All-New TONI takes less waving-and-neutralizing time *than any other permanent!*

NEW 2-WAY convenience!

for complete permanents

for between permanents



new

Toni

Full-size bottle of Fresh Air Waving Lotion for a *complete* permanent... the *most pleasant* way to the *most natural* wave of your life!



Tip Toni

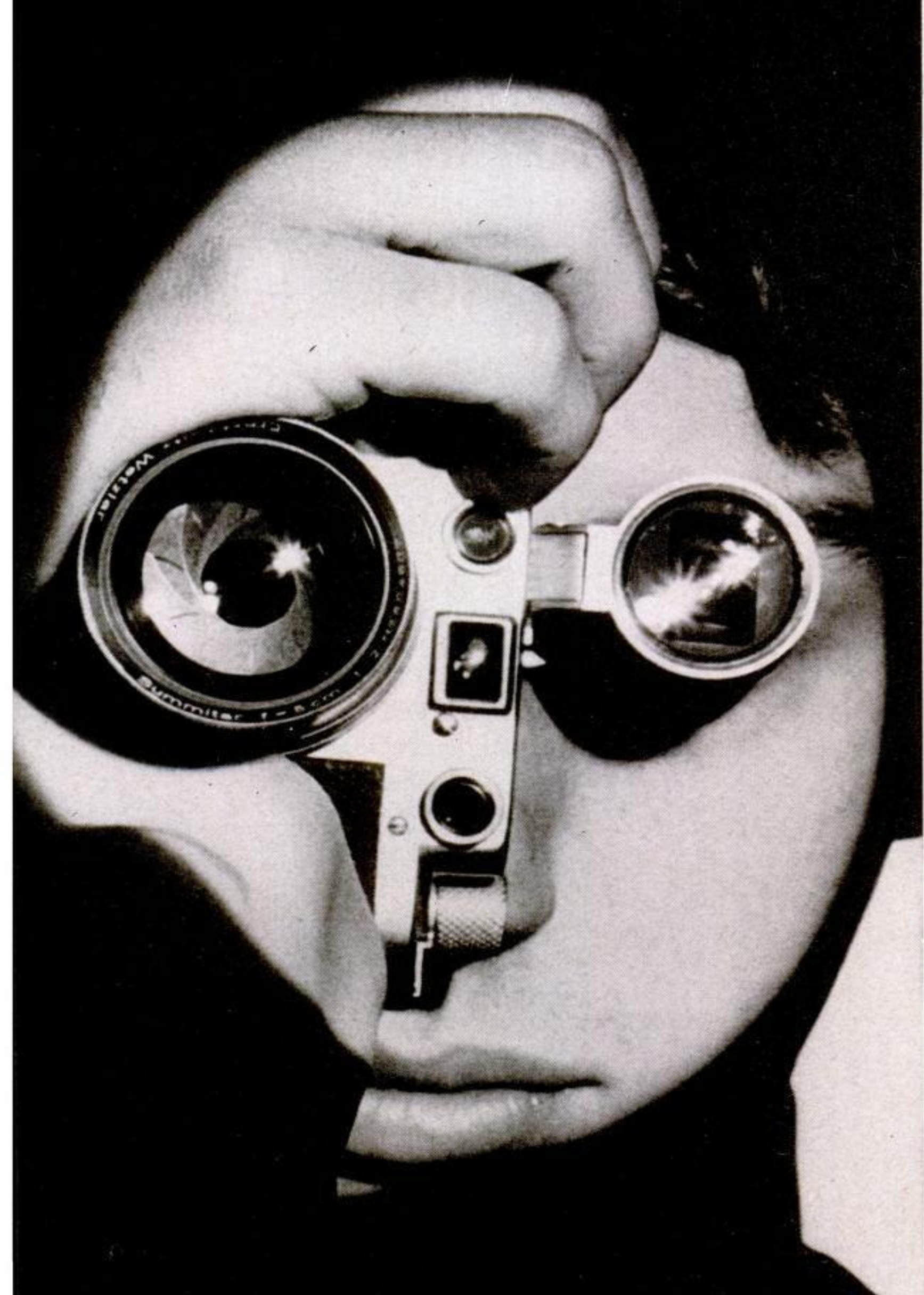
Small-size bottle of Fresh Air Waving Lotion! Perfect for "in-between" permanent stragglers... for bangs, neckline and end-curls!

all new Toni

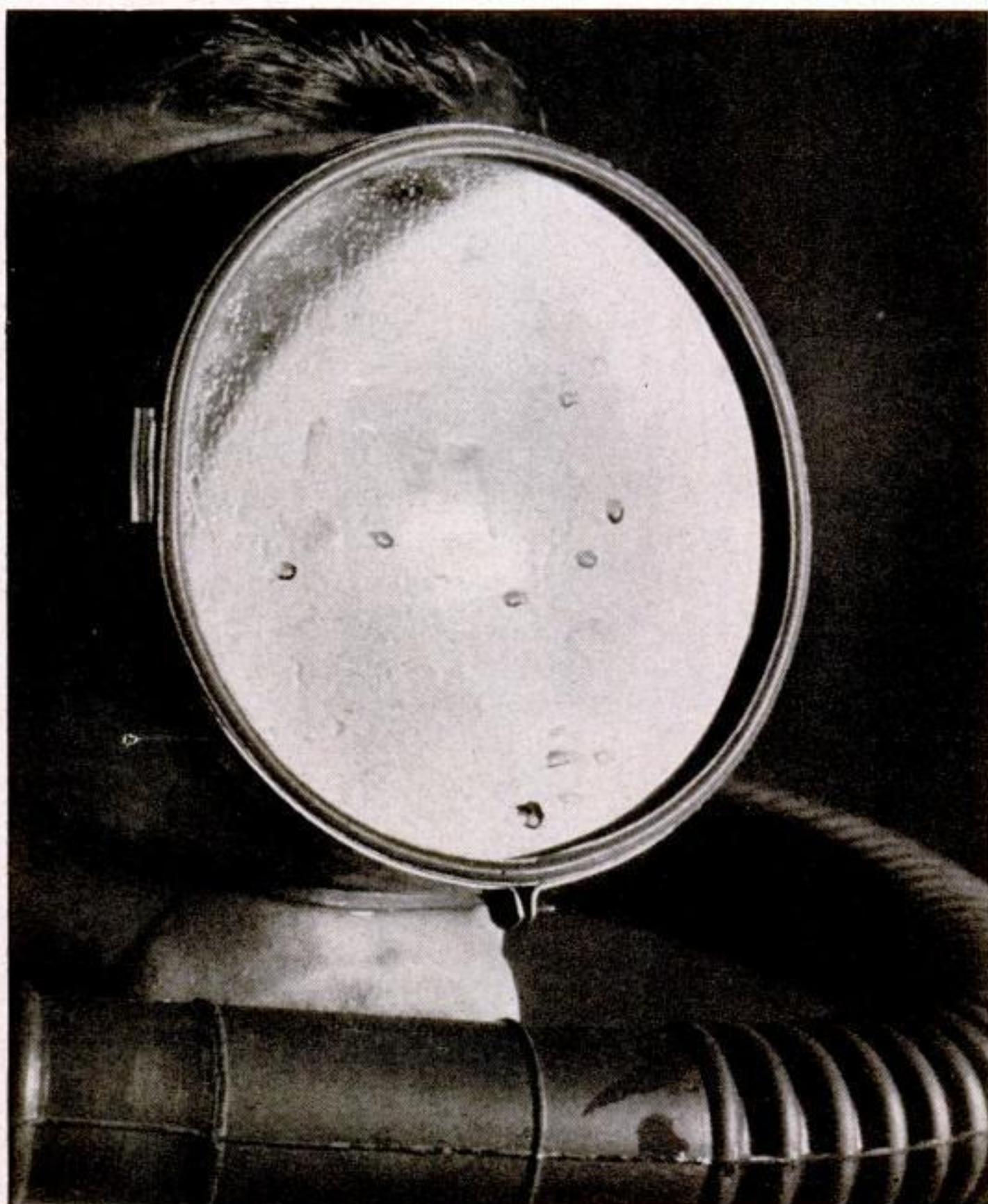
SPEAKING OF PICTURES

MASKED FOR

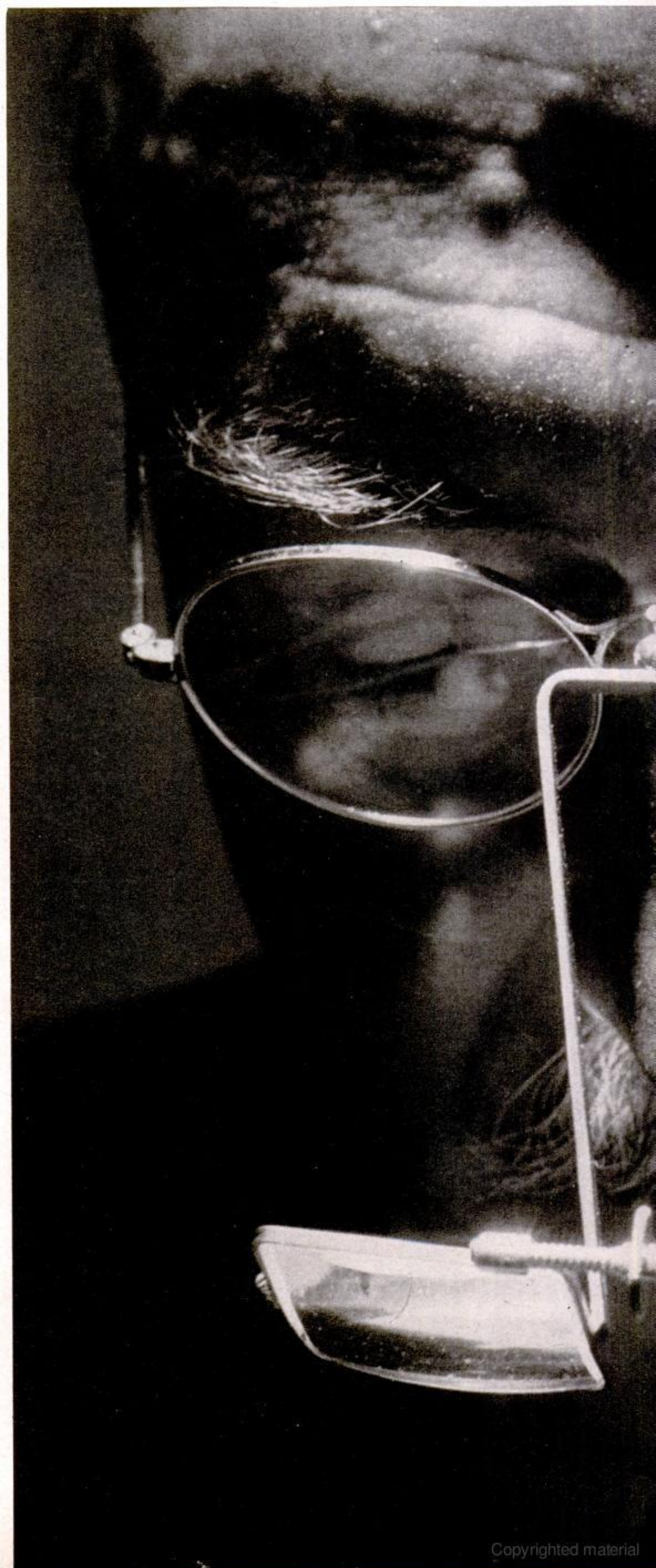
LIFE Photographer Andreas Feininger is a meticulous and patient craftsman who sometimes spends months thinking about a story before taking the first picture. This set of pictures was conceived almost four years ago when Feininger made the one at left. At the time Feininger had to set the picture aside to take up other assignments. But in the back of his mind he kept thinking about making a set of stylized portraits to show



CAMERAMAN HAS VIEWFINDER FOR LEFT EYE, CAMERA LENS FOR THE RIGHT



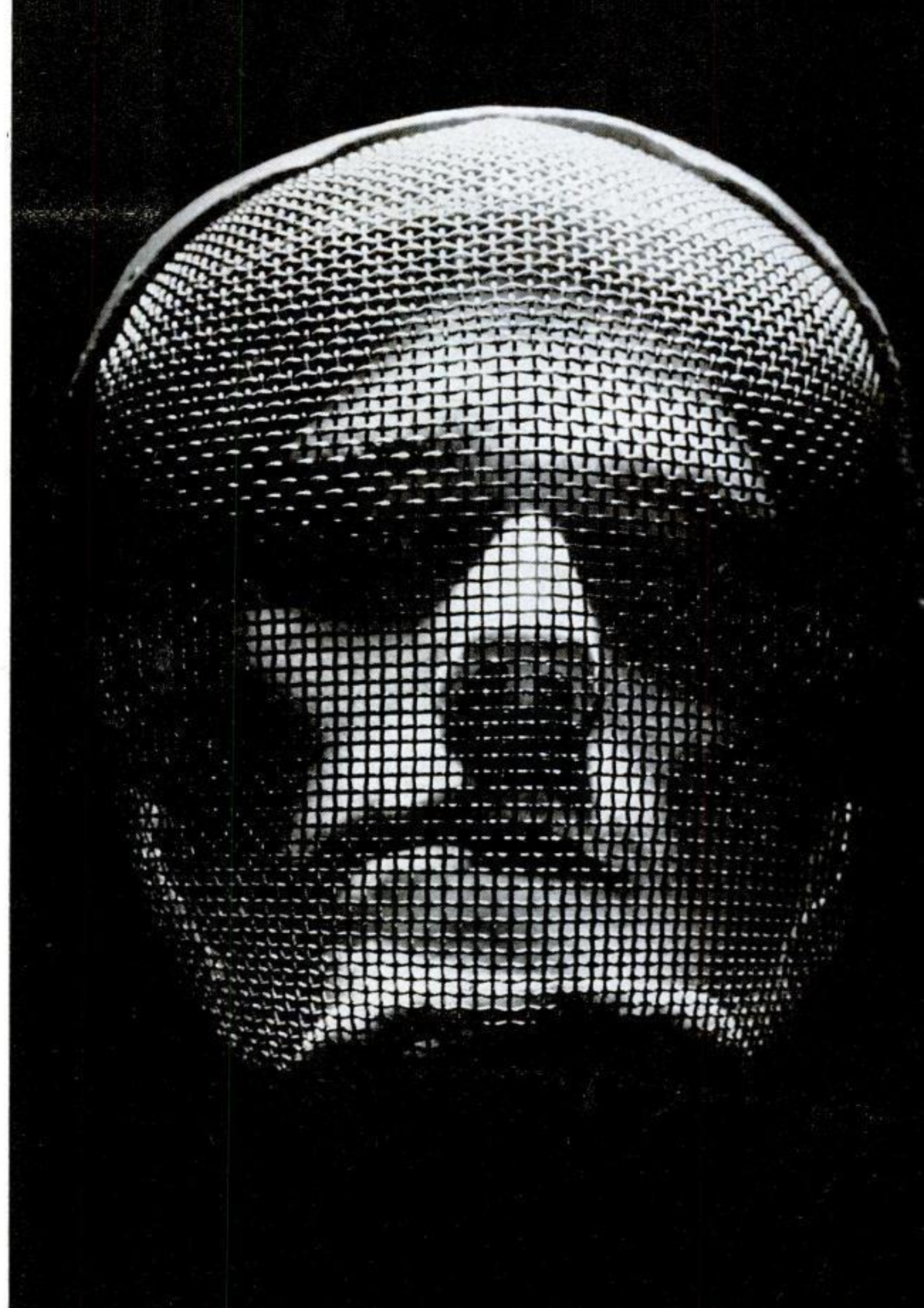
A SWIMMER AND HIS FACE PLATE TAKE ON THE LOOK OF AN OLD LANTERN



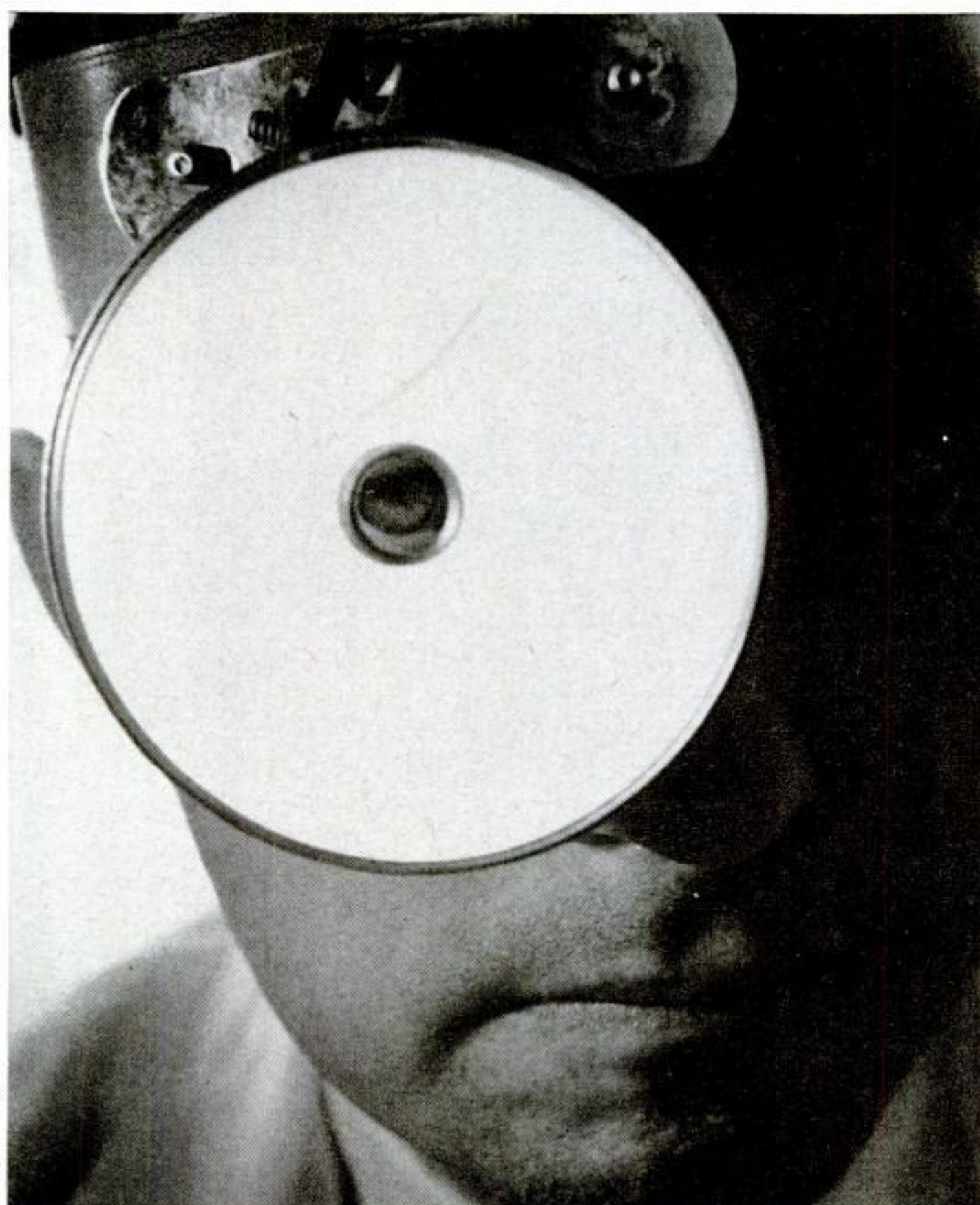
MEN'S WORK

how the instruments men use at their work and play often become an almost indivisible part of the men themselves.

Whenever he had some free time between other stories, Feininger added one picture at a time to his collection of masked men until he was satisfied that he had done what he started out to do. Of the pictures he patiently made, these curious and striking portraits are the pick.



A FENCER'S FACE BEHIND HIS SABER MASK LOOKS LIKE A DEATH'S HEAD



DOCTOR'S HEAD MIRROR TRANSFORMS HIS FACE INTO A SINGLE HUGE EYE

a NEW KIND of deodorant!



ban lotion deodorant
rolls on

**More effective than creams!
Easier to apply than sprays!***

This is BAN—the new lotion deodorant that *rolls* on with a revolving marble built into the bottle top. BAN automatically applies just the right amount of pleasing lotion to check perspiration moisture... stop odor for a *full* 24 hours. Get new BAN today—98¢ wherever fine toiletries are sold.

- no drip—no waste—no messy fingers
- safe for normal skin
- protects round the clock
- keeps underarms dry for hours
- can be applied even after shaving
- won't stain clothes

Deodorant } —all rolled into one
Anti-perspirant } —that's **ban**
Pleasing lotion }

A Product of Bristol-Myers



*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

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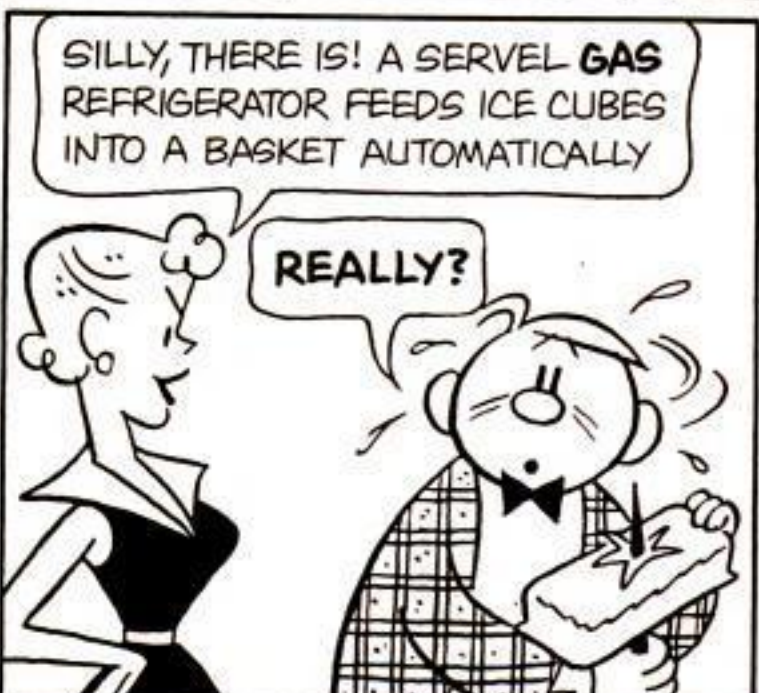
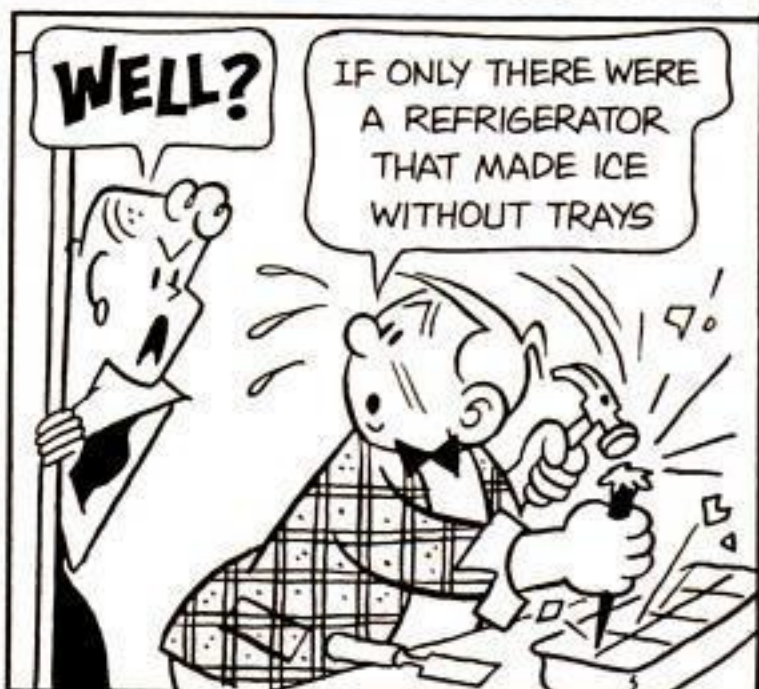
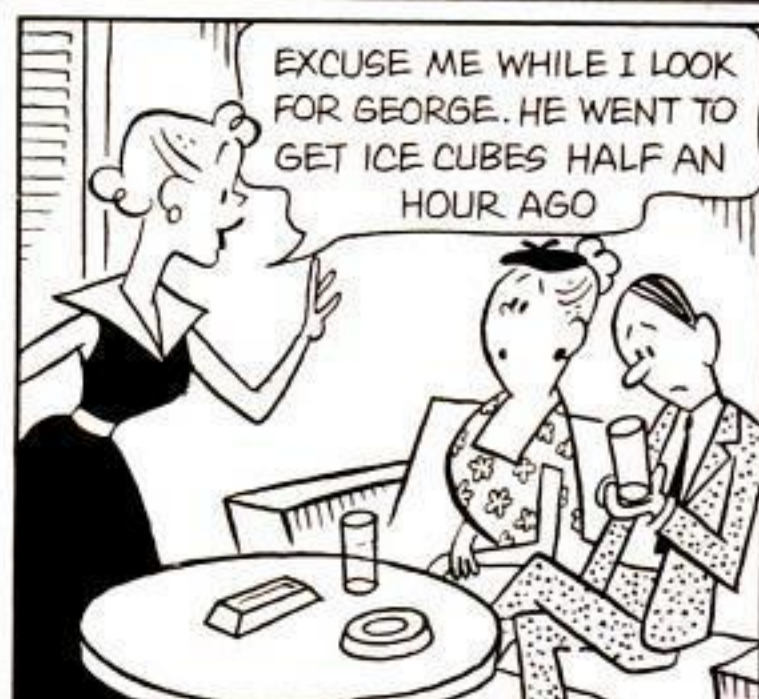
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"skin diver prints"... tropical cotton, completely lined front, Lastex® back, front zipper, elasticized waist 5.95.



photographed in the Bahamas by Howell Canant

Jantzen, of course, is ready for skin divers...with expertized trunks designed according to specifications of champion skin divers... meaning they're done in tough fabrics, tailored to stay snug around the waist and comfortable around the legs, built for rugged action.

★"Spearfisherman", above, has been tested and approved by skin diving experts, comes in a snag-proof fabric with a strong quick-drying supporter, has a rope belt that can be looped for easy securing of lines and equipment...camouflage colors 5.95...others 2.95 to 5.95.

★"Spearfisherman" (patent pending)...worn by Art Pinder who has speared a 337-pound tiger shark, holds 1954 Helms Award for skin diving...fins, mask and gun by Voit.

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Jantzen
for
men of action!

NEW!

Spaghetti Sauce with Mushrooms by Franco-American



Here at last is a meatless spaghetti sauce with real Italian flavor!

We're looking for people who really *know* Italian food, to try this sensational new FRANCO-AMERICAN sauce. It's *meatless* Spaghetti Sauce with mushrooms!

Notice we said *mushrooms*. Plump, tender mushrooms you can *see* and *taste*. Hand-picked, and then simmered in rich, red tomato sauce that tastes just like the

slow-cooked kind Italians make so well.

The recipe is a secret, but to give you an idea of its homey flavor, here are a few of the other twelve ingredients. Tomatoes. Onions. Celery. Garlic. Spices!

This newest Franco-American Spaghetti Sauce is ready to serve in 3 minutes. Costs only about 8¢ for a great big helping.

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

NEW!

Spaghetti with Meatballs by Franco-American



***Tempting thin spaghetti
in rich, red tomato sauce
with beefy little meatballs
—ready to serve in 3 minutes!***

Doesn't that picture make you hungry? It's *new* FRANCO-AMERICAN Spaghetti with Meatballs—and it tastes every bit as good as it looks!

The best news is that those tender, beefy little meatballs are *already in it*. Four of them in every single can.

The spaghetti is pretty special, too. It's

that wonderful *thin* kind in a brand-new, different tomato sauce!

No need to tell you mothers that this is real *hearty eating* for growing families. It supplies both *proteins* and *energy* which everybody needs every day.

Easy to fix? Absolutely—and this new “main dish” costs less than 15¢ a serving.

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

Under the Orange Roof



Hurray! Family meals are the most fun

at **HOWARD JOHNSON'S**
Restaurants • Ice Cream • Candies

"LANDMARK FOR HUNGRY AMERICANS"

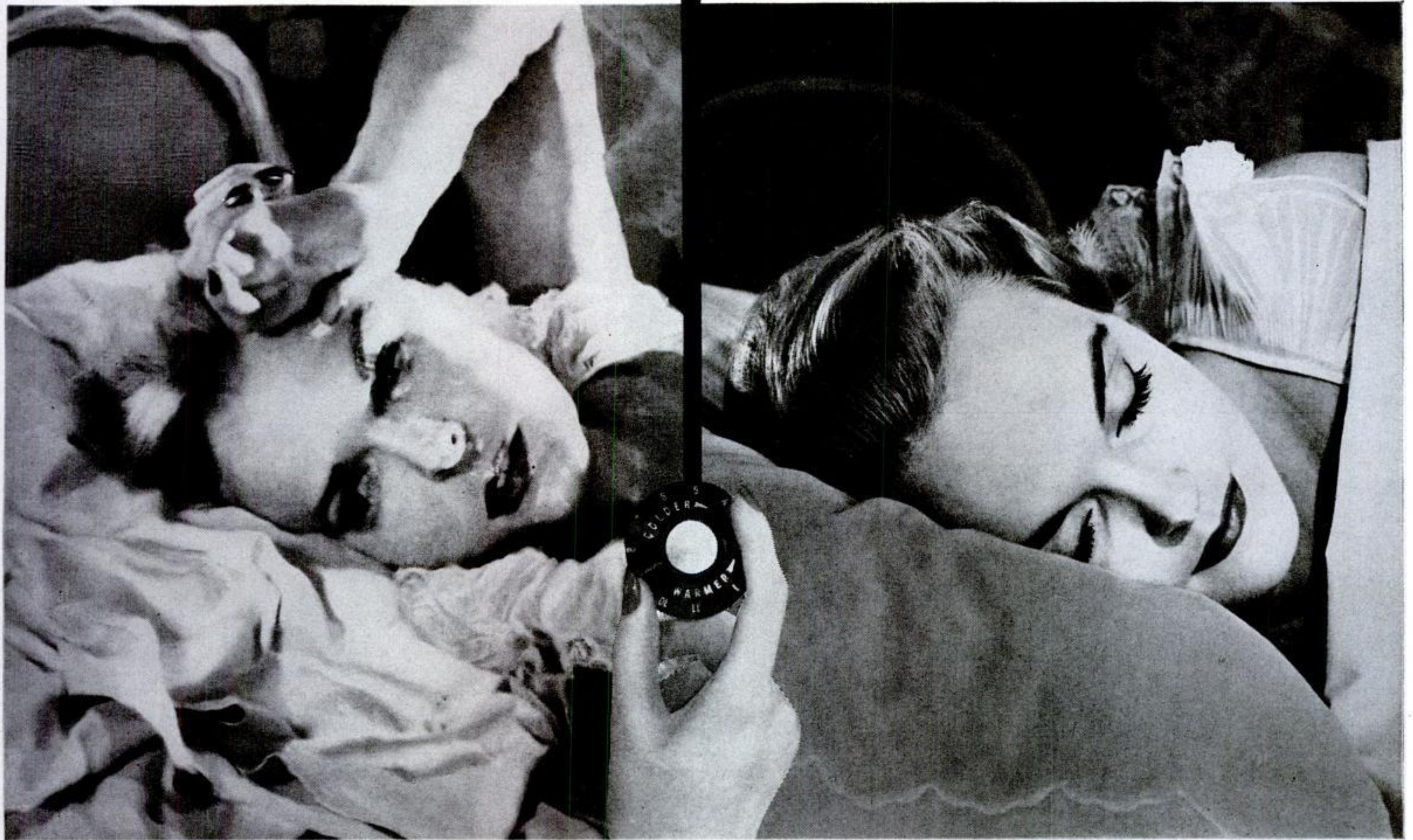


On all important highways

Everyone in your family likes to eat out once in a while. (Especially Mother!) Spring a merry surprise today—make it Howard Johnson's for dinner. Moderate prices,

heaped-up servings and friendly service. How friendly? Tell you what, we'll do the dishes. All this and 28 flavors of ice cream. Your table is waiting. How many, please?

Why Swelter? JUST A TWIST OF THE WRIST CHANGES HOT MISERY . . . TO COOL COMFORT!



Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

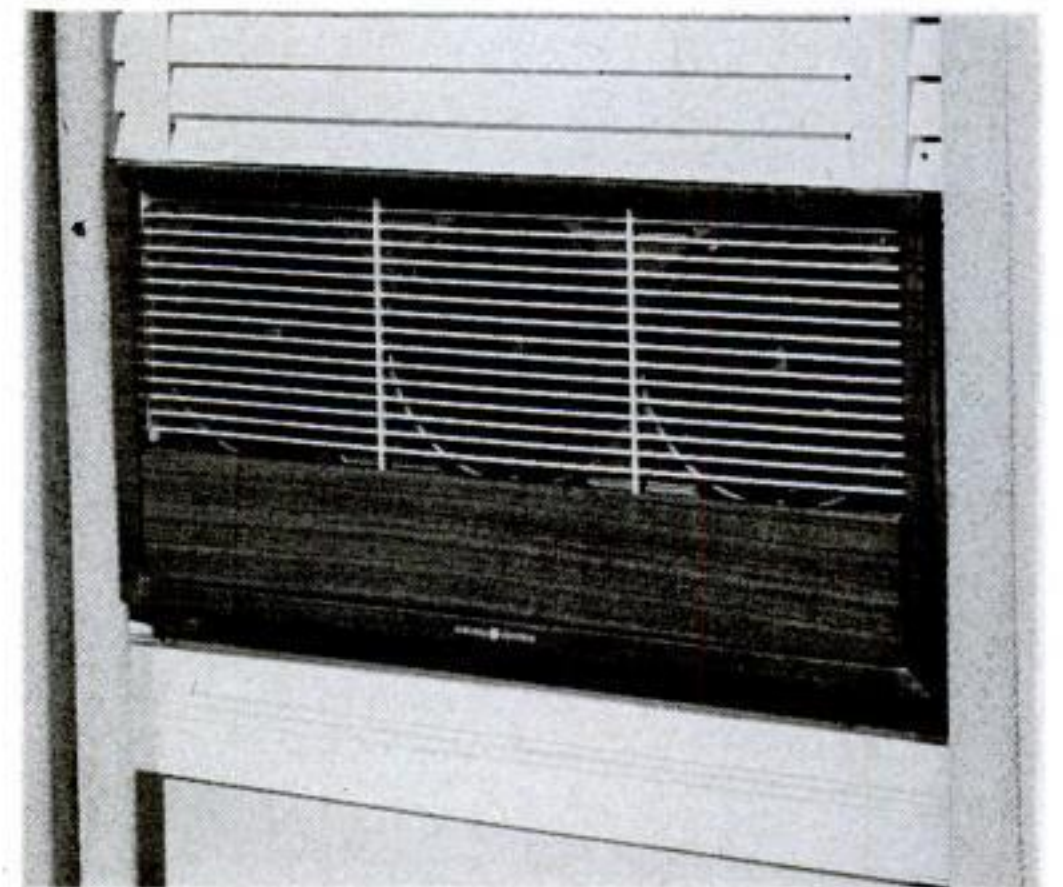
Why not call your G-E dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting, or *any* position between.
- **Fully automatic controls**—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER



Uses less current! New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* air conditioner!

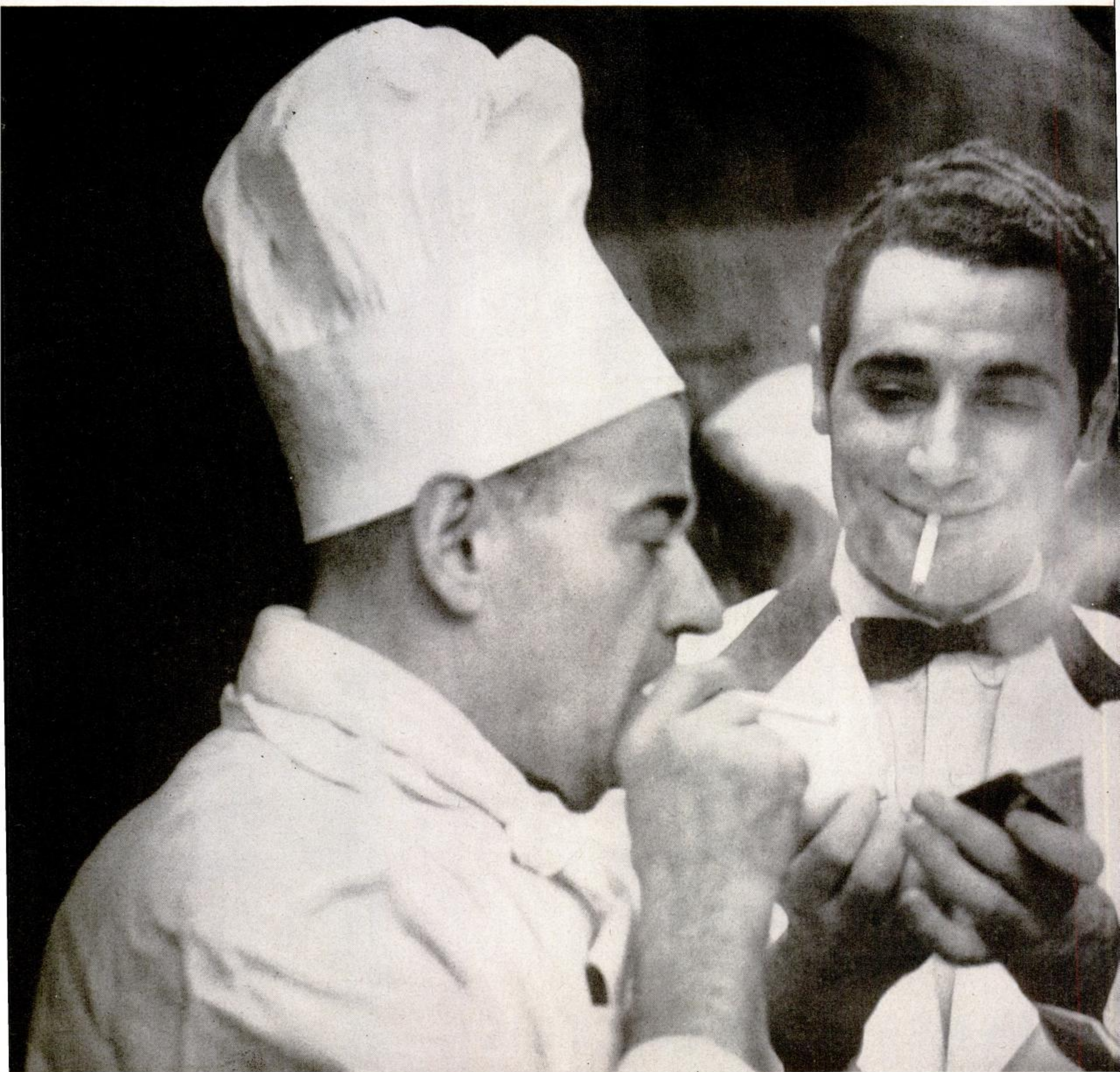
So quiet! So very dependable!

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ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats you

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCO



START WITH YOUR NEXT PACK. SEE IF EACH AND EVERY OLD GOLD YOU SMOKE—FROM THE FIRST
YOU LIGHT TO YOUR LAST AT NIGHT—ISN'T A SMOOTH, FRESH TREAT TO YOUR TASTE

Now—try the

taste right all day long

MOISTURE-FRESH" BLENDING
TREATS YOUR TASTE RIGHT
FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings

Every easy draw will tell you, a true tobacco treat. Tastes so good you'd never know it's a filtered smoke! Full king size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

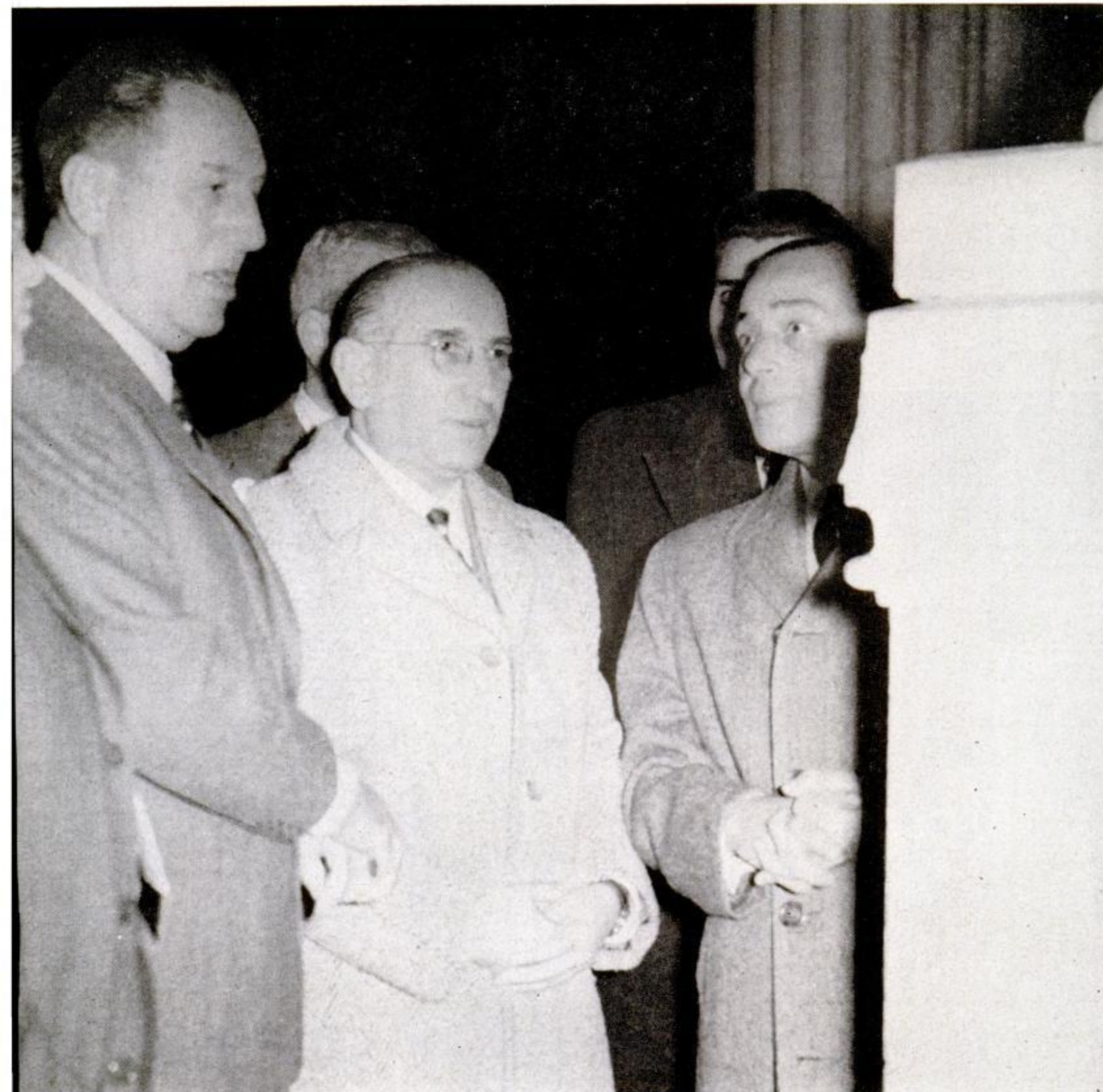
3. King Size

If you like 'em long—here's the one you've longed for! Always smooth, never harsh or bitter. Really comfortable-tasting—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

COPYRIGHT 1955 P. LORILLARD COMPANY

1st Famous Name Filter Cigarette: Old Gold Filter Kings



AFTER MASS DEMONSTRATION PERON, SECOND FROM LEFT, INSPECTS DAMAGE TO PLAQUE FOR HIS WIFE

PERON VS. CHURCH, AND THEN REVOLUTION

A devout religious faith and a dictator's insistence on absolute power met head-on in Argentina last week and a revolution was born. It had long been brewing. But the event which made it inevitable was an extraordinary Catholic celebration of Corpus Christi in Buenos Aires' Plaza de Mayo. They had been forbidden to assemble by Dictator Juan Perón and by defying him they had created the gravest crisis yet in his 12-year-old rule.

Hitherto Perón had ruthlessly crushed his political opponents and fastened his grip on the nation's economy, bringing it to the verge of bankruptcy. In tackling the Church, which claims the allegiance of 90% of the nation's people, he brought to a boil all the resentments that had long been simmering.

The day after the Catholics defied him, Perón struck back. His police arrested worshipers,

Peronista hoodlums defaced church property, and then the dictator's police seized and deported two of the church's leading prelates (pp. 30, 31). Next day in Rome, the Vatican announced the excommunication of Perón and his aides.

Suddenly all the pent-up dissatisfaction of a decade seemed to burst into violence. Units of the Argentine navy and air force revolted, the presidential palace was bombed and there was bitter fighting in the streets. Some 360 were killed before the army, apparently loyal to Perón, controlled the streets again. But in the ugly aftermath mobs roamed the city burning churches and the dictator proclaimed martial law. At the weekend his hold on the nation seemed secure but he had had the narrowest escape of his aggressive career (*next page*) and no one could say what would eventually happen.



THE DEFIANT FAITHFUL, 100,000 Argentine Catholics, kneel in prayer in Buenos Aires' Plaza de

LIFE

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June 27, 1955



Mayo. Crowd faces cathedral where Corpus Christi procession was being held. At close of Mass and

after receiving a blessing from Auxiliary Bishop Rocca, the crowd spontaneously surged through

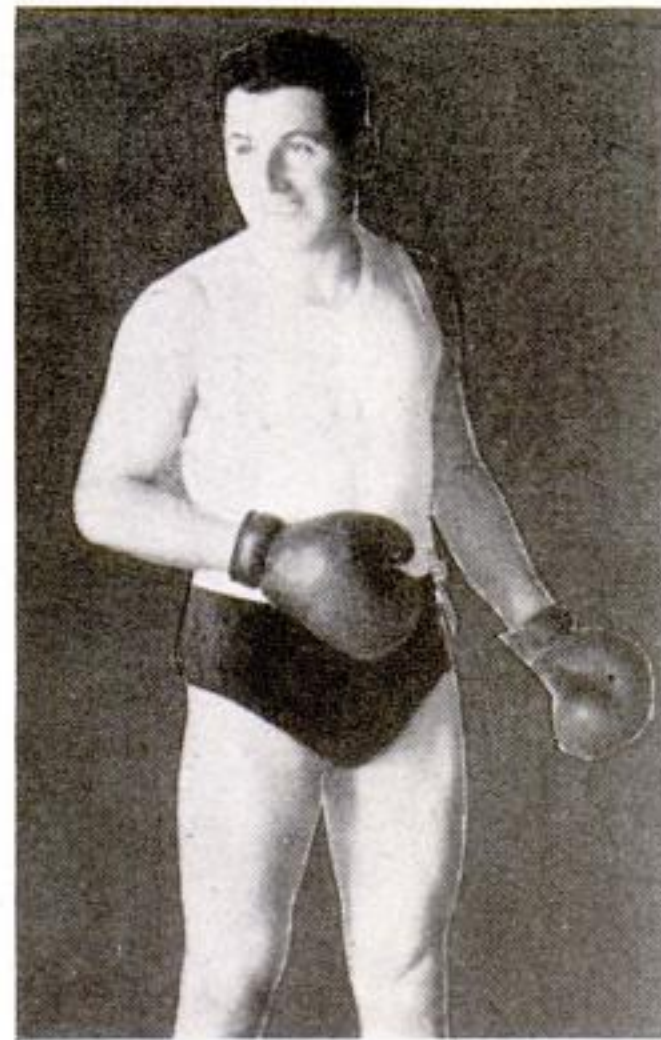
the streets to the Congress building, despite the government edict prohibiting any demonstration.

ON THE WAY UP AND AT THE TOP PERON KEEPS THE PRESSURE ON

For years Juan Domingo Perón has pushed himself forward and pushed other people around. As a boy on his father's ranch, he fought with the children of the hired gauchos. He forged ahead as a young officer, but the Argentine army was too small an arena for his ambitions. Just before World War II, he wangled a tour of military duty in Italy and spent his spare time studying the techniques of Fascist dictatorship.



IN SHORT PANTS little Juan Perón rides a toy horse at home. The Perón family is said to be of Italian descent.



IN THE RING young Perón broke his knuckles while boxing. He had a passion for sports, was a fine fencer.



IN THE FIELD Perón sports a mustache while on a camping trip during his early years as an army officer.



IN THE MOUNTAINS Perón served as army ski instructor and commandant of Argentine mountain troops.



MARRIED COUPLE Perón and Evita attend a New Year's Eve party shortly after their 1945 wedding. Perón had been widower, has an adopted daughter.



AT COMMUNION on the day before his 1946 inauguration as president, Perón kneels in Buenos Aires' Congress Square before a Church dignitary.



THE PEOPLE'S CHOICE, Perón receives sash of office from retiring President Edelmiro Farrell (right). He got biggest electoral vote in Argentine history.



STEPPING OUT to the theater, Perón waits while Evita has medals pinned to bodice of her gown. She spent \$40,000 a year on Paris gowns alone.



RIDING HIGH, Perón on his favorite spotted cross-breed Mancha joins the independence day parade in 1951. He was re-elected president a few months later.



POLITICKING TOGETHER, Peróns spread goodwill at 1951 children's rally. Perón wanted to make Evita vice president but advisers dissuaded him.

Back home Perón helped organize an army cabal, some of whose members shared his desire for an authoritarian regime. In 1943 the cabal deposed President Ramón Castillo in a quick coup and soon thereafter Perón became Argentina's real boss. With power Perón acquired a mistress, Actress Eva Duarte, whom he married in 1945. Together their ambition led him to take over the highest office of state. In 1946 Perón took over as

president and his wife, now called Evita, became the patron of the nation's labor movement. The people's adulation made her almost a co-dictator.

When Evita died in 1952 she was accorded mourning on a scale unparalleled in Argentina's history, and Perón himself seemed to retire into grief. But last week's events seemed to prove that Juan Domingo Perón's grief had not changed him. He was still pushing people around.



THE PEOPLE'S FRIEND, junketing Perón poses with Patagonian aborigines. In his political propaganda he claimed that he favored poor over the rich.



ACTRESS Eva Duarte probably met him in 1943 through her wide acquaintanceship with Argentine army's "colonel's clique," later became his mistress.



MINISTER of war after 1943 coup, Perón also ran the labor secretariat. He disbanded free trade unions and established state-run workers' organizations.



IN ROME in 1947 Evita was granted an audience with the Pope. At the time relations between the Vatican and the Argentine government were cordial.



IN SHIRT to show his sympathy for poor Argentine *descamisados* (shirtless ones), now supposedly well off, Perón stands before his own portrait at

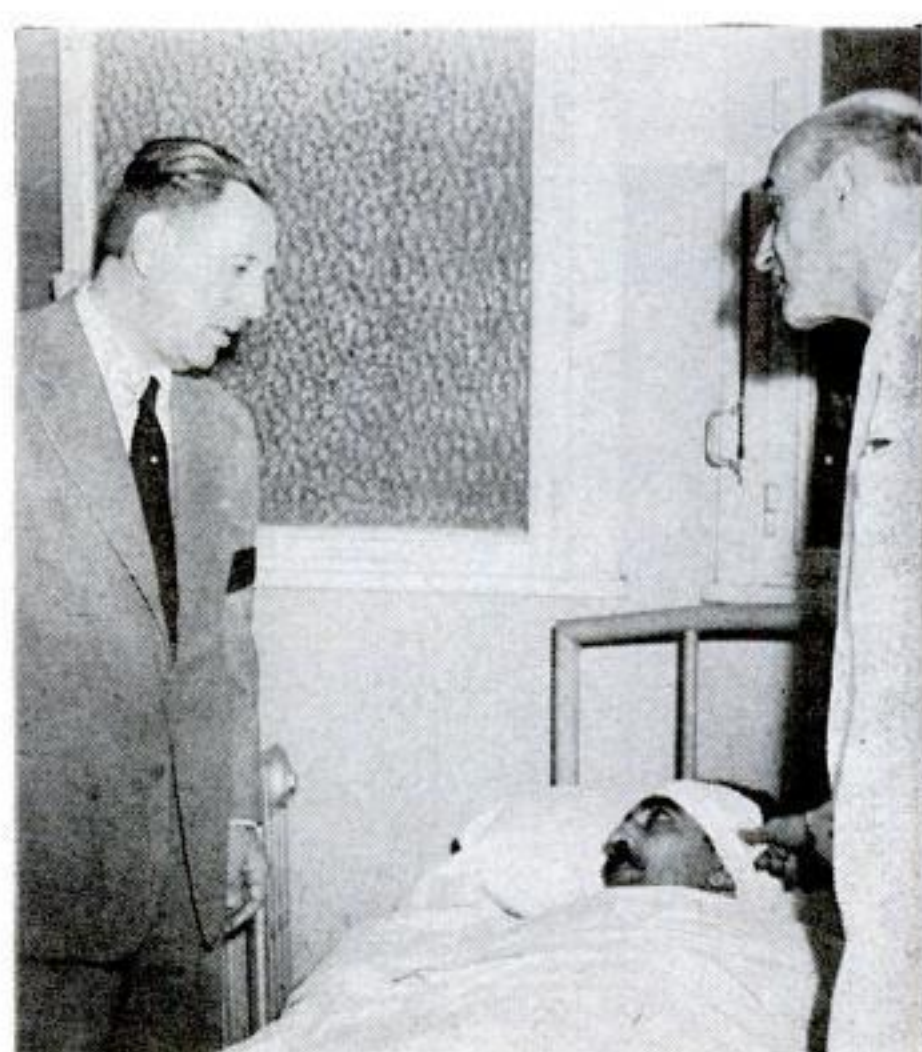
the 1949 Peronista party congress. Between Perón and Evita is Domingo Mercante, then Perón's heir-apparent. He was expelled from the party in 1953.



BITTER LOSS of Evita's death in 1952 unnerved Perón, here watching mourners at the bier. Evita died after long siege of cancer when she was only 33.



TENUOUS ALLIANCE with Church in late 1952 found Perón shaking hands with Cardinal Copello. Before present crisis Copello had been seriously ill.



LAST BIG CRISIS before the current conflict came for Perón in 1953, when a rally he held was bombed. Perón visited the bomb victims in the hospital.



DEFYING THE DICTATOR, Bishop Tato (with glasses) assists in blessing banned demonstration.



HITTING BACK at churchmen, Perón's police raid evening services in cathedral and arrest worshipers.



HOODLUMS ATTACK cardinal's palace, climbing the grillwork and raising national flag over window.

STRIFE-TORN NATION, AN AROUSED CHURCH

In pushing for control of the Church, Perón may have overreached for once. The Church had once been sympathetic to Perón but suddenly, eight months ago, the dictator turned on it. He drove through laws permitting divorce and legalizing prostitution, and he gloated, according to one report, that "each [brothel] will be next to a church." Then he proposed separation of church and state in a sweeping measure aimed at the ultimate destruction of the church's influence in Argentina.

But after last week's events had shaken him, Perón took a somewhat more conciliatory stand. He hastily declared that he was not against religion and tried to evade responsibility for the anti-Catholic excesses by claiming they had been committed by Communists.

On its part, the church proceeded cautiously for the time being. In Rome, Monsignor Tato, auxiliary bishop of Buenos Aires, one of the two prelates deported, said that the Church would stay out of Argentine politics. Whatever came next, the short and violent revolution indicated that Perón's regime, though still in control, had built up enemies, not the least of which was the powerful Catholic Church.



DEMONSTRATING FOR PERON, 100,000 well-drilled followers of the dictator gather before the

national capitol to demonstrate their loyalty. Signs belong to state-controlled workers' organizations.



FRIGHTENED CROWDS race for cover within the Casa Rosada, Argentina's presidential mansion, as navy and air force planes, flying low, bomb the building.



AS BATTLE RAGES between anti-Perón navy and air forces and the loyal army, civilians crouch behind abandoned cars in center of governmental area of town.





DISASTROUS PLUNGE

In the English harbor of Portland, the submarine *Sidon* was preparing for sea when a torpedo exploded in her bow. As rescuers searched for the injured, lines were tied to her stern. But the *Sidon* slowly slipped away (above) and carried 13 men to the bottom of the harbor.



WEIGHT-LIFTING HERO

As an admiring boy felt his biceps, 340-pound Weight Lifter Paul Anderson of Toccoa, Ga. left for Moscow. There, as U.S. and Russian teams heaved to a tie in a rare sports event between the countries, he set two world records. The Russians called him "a wonder of nature."



600,000 BUSHELS OF TROUBLE IN GRAIN ELEVATOR'S RUBBLE,

Outside Fargo, N. Dak. a huge grain elevator suddenly collapsed, producing a heaping mess of spilled wheat, crumbled concrete, twisted

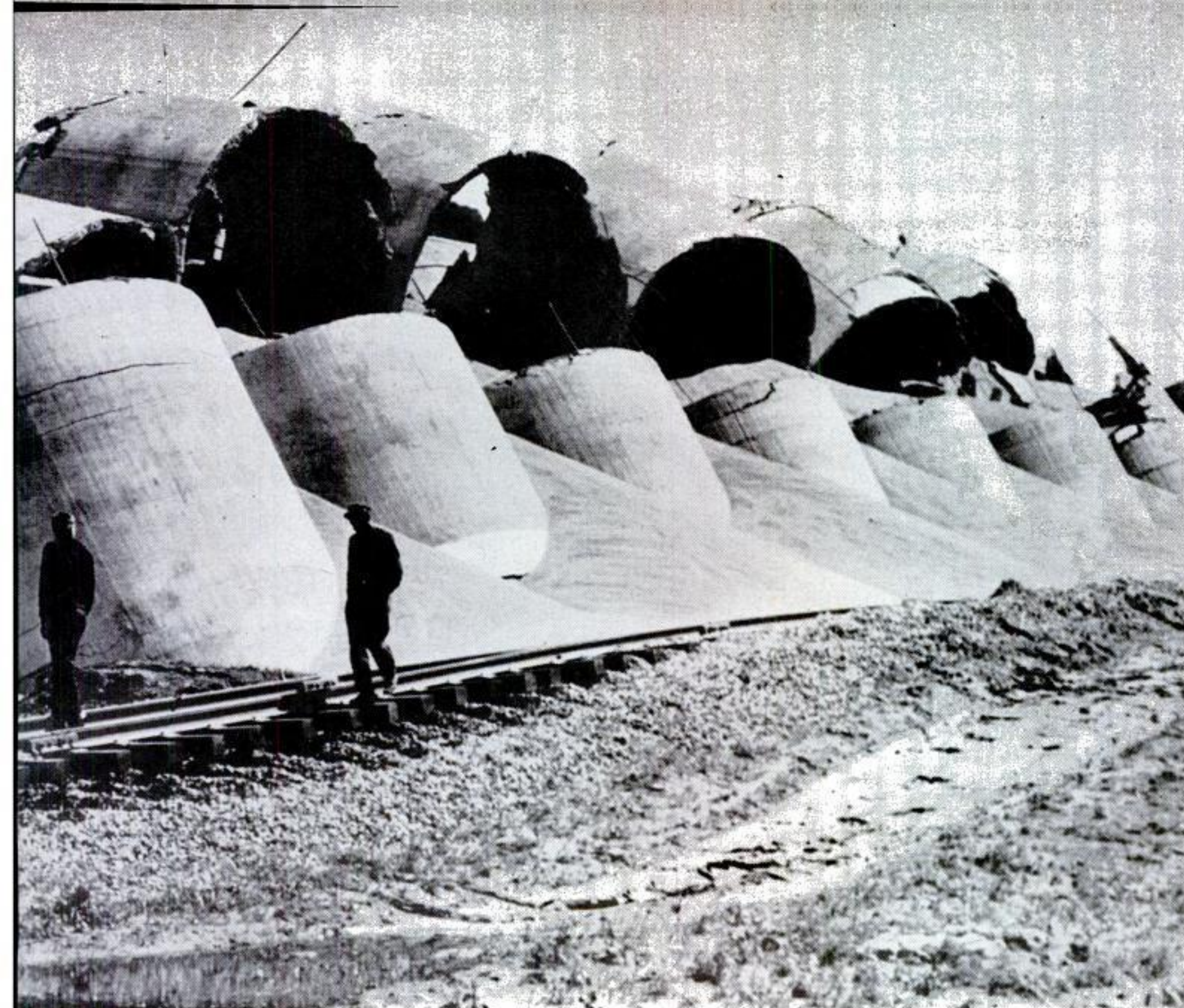
A LOOK AT THE



TOP WESTERN DIPLOMATS IN A HUDDLE

On the star-studded floor of the Starlight Roof of New York's Waldorf-Astoria, four formidable heads huddled. After two days' discussions of the Big Four meeting in Geneva on July 18th, French Foreign Minister Pinay (left), Secretary Dulles (right) and British Foreign

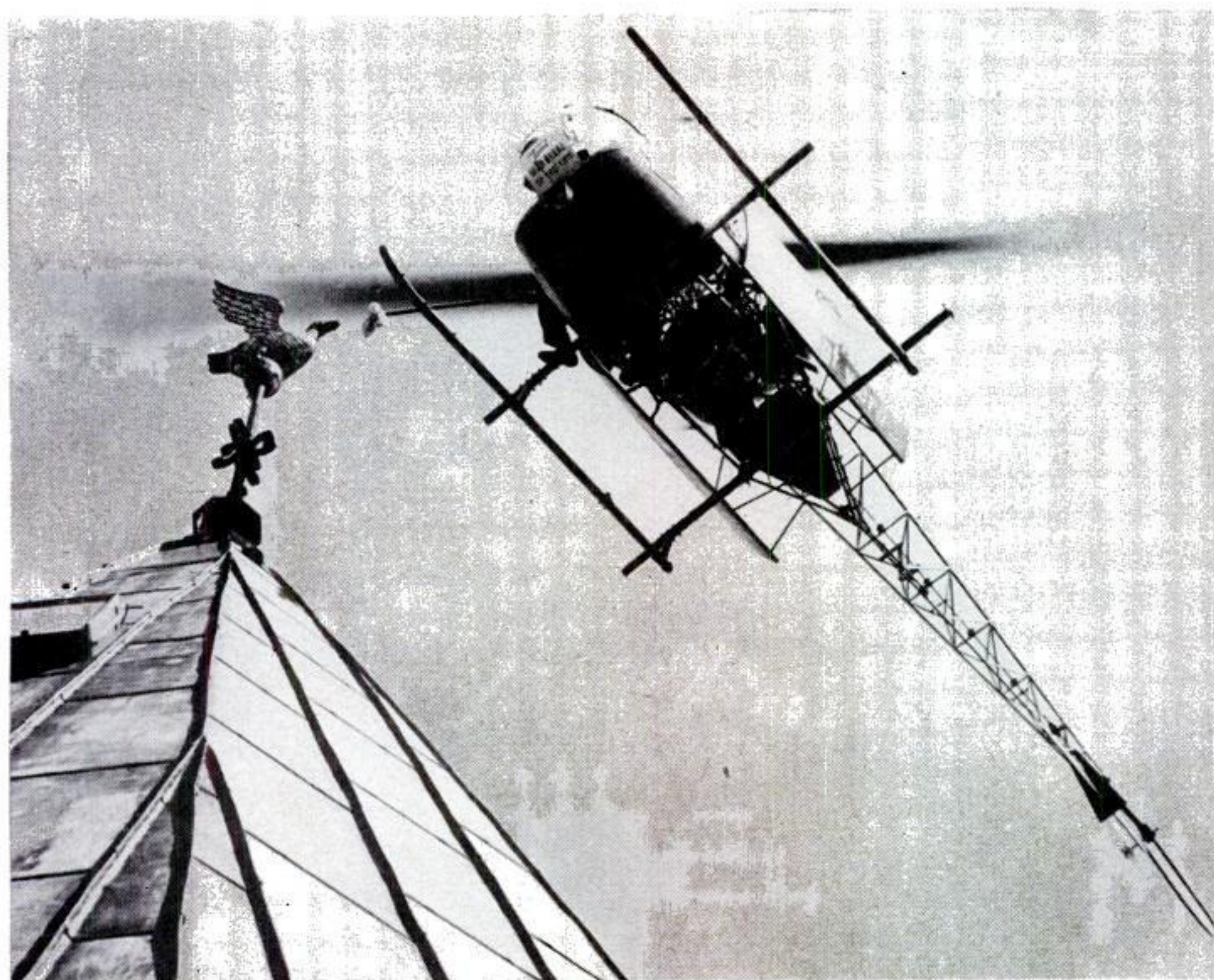
Secretary Macmillan (next to Dulles) met with Konrad Adenauer, who reported his reactions to Moscow's invitation to open relations with West Germany. Adenauer has said he would feel out Russian intentions first, in no case would agree to a unified but neutral Germany.



steel. No one knew exactly what caused the accident but it was ascribed to combustion within the structure, made up of 20 cylindrical

units 120 feet high. The owners hoped to reduce their losses by scooping up and salvaging two thirds of the 600,000 bushels of grain.

WORLD'S WEEK



HELICOPTER HOVERING OVER A GILDED GOOSE

Ever since the 14th Century, when the king of the Danes, Valdemar Atterdag, reputedly put up a gilded goose to show his contempt for his German neighbors, workmen periodically have climbed the precarious tower of Vordingborg Castle to clean the goose. Recently they tried

out another approach. To celebrate the opening of the local Saint Jorgen Fair, a helicopter whirled up to the castle tower. As it hovered there, a cleaner leaned out the window, skillfully polished the gold-plated goose with a long-handled mop and went whirling away again.



QUEENLY QUICK-STEP

Seemingly brushing up on a soft-shoe routine, Queen Elizabeth actually was stomping down the divots on a muddy polo field at Windsor Great Park. She was answering an appeal over the loudspeaker asking spectators to pitch in as volunteer grounds-keepers between chukkers.

STANDING CUNARD CRUISES BEING PLANNED



PRESSING ONTO CUNARD PIER IN NEW YORK, HUNDREDS OF EXCITED VOYAGERS AND WELL-WISHERS PREPARE TO GO ABOARD THE LINER "QUEEN ELIZABETH"

EUROPE, HERE THEY COME

U.S. tourists take off by hundreds of thousands in biggest vacation exodus

Through the loading gates at steamship piers and airports, U.S. tourists were on the move last week in the greatest vacation exodus ever. The peak of the travel season was at hand and for hundreds of thousands of vacationists this was the wonderful fulfillment of all their eager anticipation and painstaking preparation. They were on their way to Europe.

There are 70 passenger liners plying the Atlantic, all with spic-and-span crews like the *Constitution's* (see cover). In order to accommodate the maximum number of voyagers, port turnaround times (p. 39) are cut to the minimum. Almost all ships have been solidly booked for months. Airlines were reaching an entirely new category of transatlantic traveler with instalment travel-now-pay-later plans, and with tours that enabled people to see Europe and get back without taking more than two or three weeks from their jobs. Their U.S. to Europe business was at least 10% better than 1954's. Despite a strike in England which forced Cunard to

cancel six round-trip voyages, the June-July peak would bring up to 600,000 the year's total of Americans going to Europe just on vacation—two thirds by ship, the rest by plane.

Travel agencies, steamship companies and airlines were offering many kinds of accommodations and tour plans, covering the wide range of travel budgets, time allotments and travelers' interests. There are low-cost students' tours and luxurious grand tours. There are tours for lovers of art galleries, opera and even nightclubs. All of this was producing a bonanza for the countries to be visited. U.S. tourists were expected to spend nearly \$100 million more this year than last, bringing their total expenditure in search of culture and fun to nearly \$1.5 billion. Whatever the difference in means or tastes or destination, every Europe-bound traveler shared with every other the thrill of departure and the excitement of being taken off to new places by today's swift, luxurious carriers.



GALA SAILING in New York brings vacationers to the railings of American Export Lines *Independence* to shower colored streamers toward their friends and

relatives and wave paper pompons for noon departure. Line encourages festive sailings which make travelers feel good, make those left behind want to travel.

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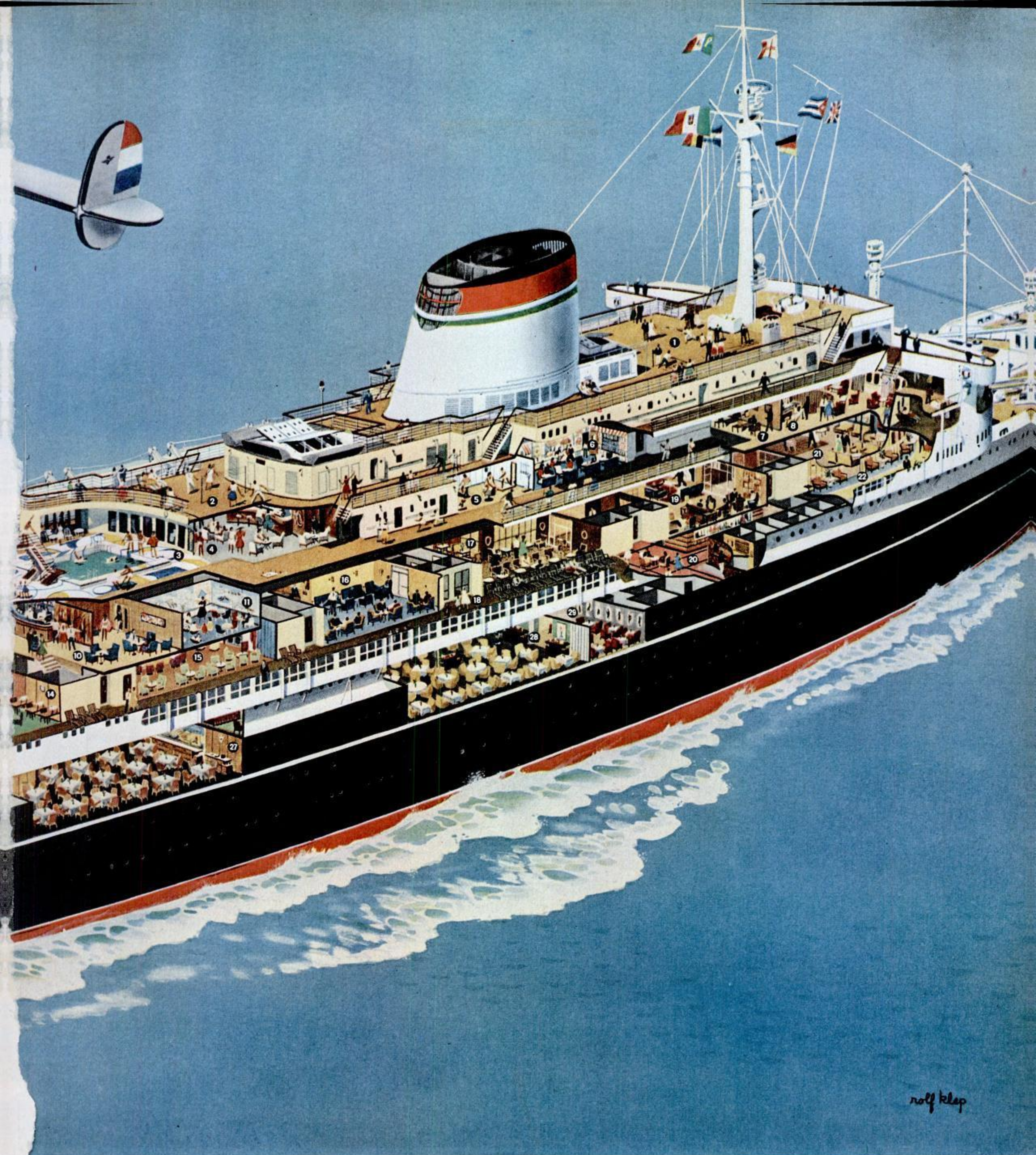
COMFORT ALOFT, GAIETY AFLOAT FOR ALL FARES

The Europe-bound vacationer can cross the ocean in comfort no matter what his class of fare. Airlines and steamship companies offer tourist-class space which generally is harder to get because it costs much less than first class but lacks little in convenience.

The Super-G Constellation shown in the cutaway painting was designed for both classes, and its seat arrangement can be altered in an

hour. Tourist passengers occupy seats of the conventional type (forward compartment). On some first-class flights passengers have more spacious reclining seats with leg rests (middle compartment). There are also extra-fare flights with individual cabins and berths.

The emphasis steamship lines place on tourist travel is summed up in the elegant 29,100-ton *Cristoforo Colombo*, shown in the cutaway



painting above, which the Italian Line put into service last year. While giving the first and cabin class their full due, the *Cristoforo Colombo* gives tourist class more passenger accommodations—703 as against 225 first class and 320 cabin class. It also provides tourist class with exceptional recreational facilities, even including an outdoor swimming pool. The list at right is a key to the cutaway drawings above.

A—FORWARD COMPARTMENT
B—MAIN COMPARTMENT
C—PASSENGER LOUNGE
D—AFT COMPARTMENT
1—GAMES SPACE (FIRST CLASS)
2—POOL TERRACE (FIRST)
3—LIDO (FIRST)
4—POOL VERANDA (FIRST)
5—GYMNASIUM (FIRST)
6—CHILDREN'S PLAYROOM (FIRST)
7—WRITING ROOM (FIRST)

8—OBSERVATION LOUNGE (FIRST)
9—LIDO (CABIN)
10—POOL VERANDA (CABIN)
11—CHILDREN'S PLAYROOM (CABIN)
12—LIDO (TOURIST)
13—POOL VERANDA (TOURIST)
14—WRITING, READING (CABIN)
15—BALLROOM (CABIN)
16—LOUNGE (CABIN)
17—COCKTAIL LOUNGE (FIRST)
18—ENCLOSED PROMENADE (FIRST)

19—LOUNGE (FIRST)
20—FOYER, SHOPS (FIRST)
21—BALLROOM (FIRST)
22—WINTER GARDEN (FIRST)
23—GAMES SPACE (TOURIST)
24—BAR AND LOUNGE (TOURIST)
25—DINING ROOM (TOURIST)
26—CARD ROOM (TOURIST)
27—DINING ROOM (CABIN)
28—DINING ROOM (FIRST)
29—CHILDREN'S DINING (FIRST)

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CROWDED DOCKS in biggest sailing week of year are filled (from front) by *Independence*, *America*, *United States*, *New York*, *Liberté*, *Queen Mary*, *Mauretania*.

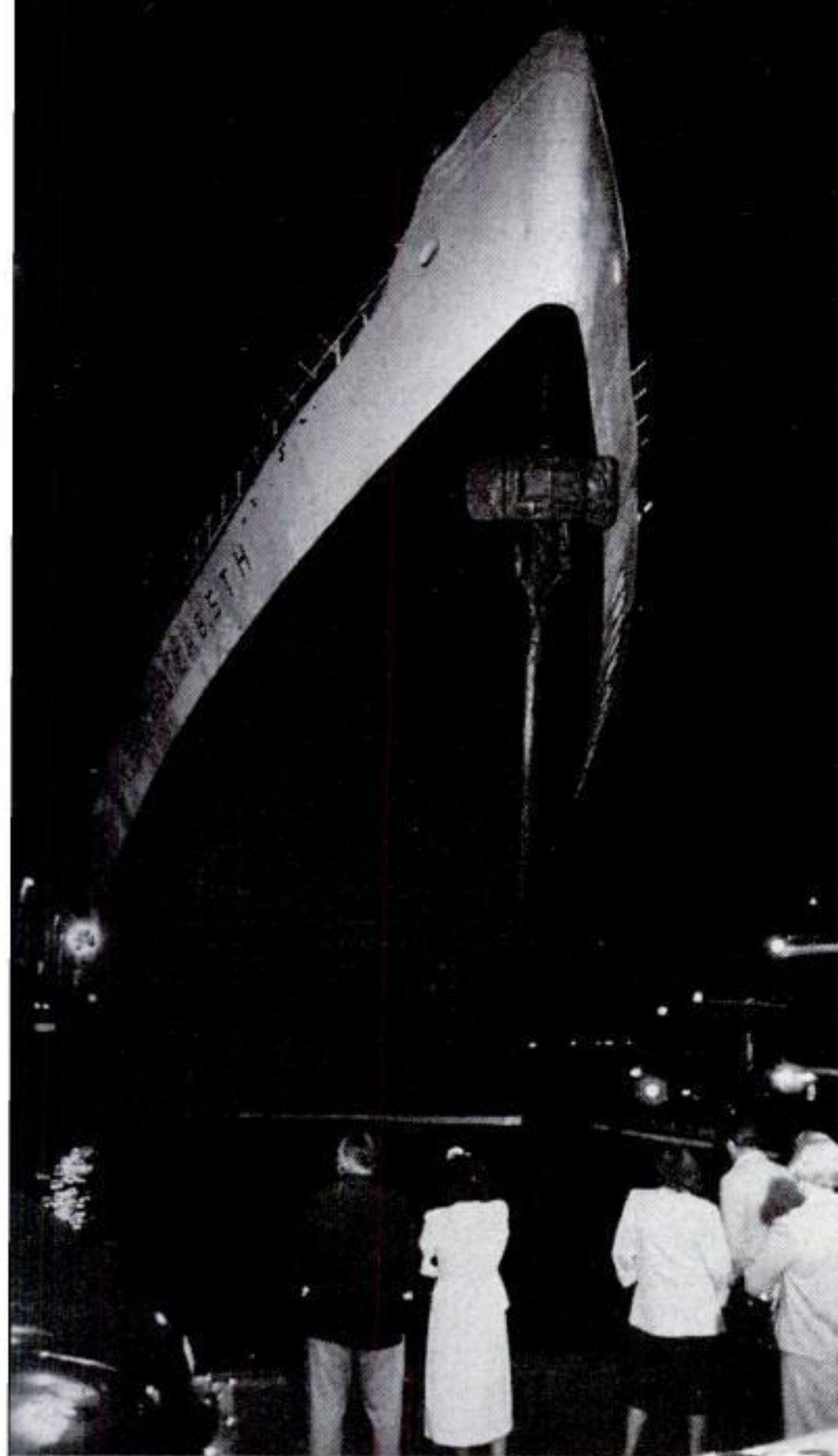
BUSY AIRPORT—Boston's Logan Airport—loads passengers on Super Strato-cruiser for Europe as airliners overhead make streaks of light in time exposure.



QUEEN'S RECORD TURNAROUND

A delayed sailing brought the 83,673-ton *Queen Elizabeth* into New York last week 11½ hours late. Falling behind at this busiest of all times can involve prodigious loss of both money and friends. While it debarked its 2,006 westbound passengers, including Soviet Foreign Minister Molotov (p. 50), the *Queen* went frantically

about the job of getting ready to sail as fast as she could. Sweeping, changing, provisioning, fueling, and embarking a capacity 2,233 passengers, the world's biggest liner picked up 6½ hours on her tardy schedule and after a hectic 17 hours 11 minutes in port swept out, having set a new record for a quick turnaround.



COMING IN LATE, at 1:16 a.m., the *Queen Elizabeth*, her bow as high as a six-story building, looms over a few greeters as her mooring ropes spring taut.



TAKING ON OIL, minutes later, the liner starts loading 3,100 tons of fuel through hose line on her port side. She also loaded 5,200 tons of water.



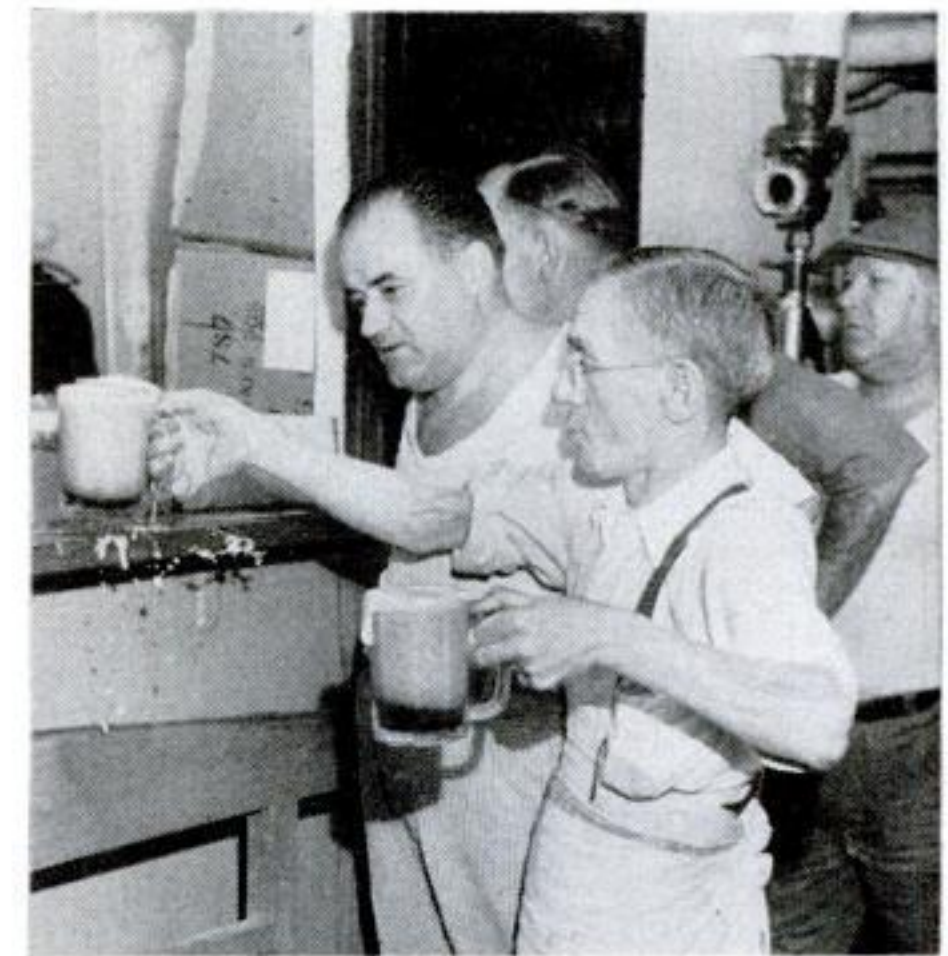
UNLOADING BAGGAGE, the ship's boom lowers a sling it had hoisted from hatchway. Vessel arrived with 8,024 pieces of baggage and 12 automobiles.



TAKING OFF LAUNDRY, at 7 a.m., longshoremen trundle sacks from storage room. Some was laundered before ship sailed. Rest will be picked up later.



SWEEPING THE SALONS, a ship's steward tidies up first class dining room at 10 a.m. Debarking passengers were served a breakfast before they got off.



TAKING A BREAK, crew members line up at 11:30 a.m. for beer at the crew's pub, the Pig & Whistle, which has just opened. They pay for their own beer.



BRINGING ON LAUNDRY, a longshoreman arrives with a bundle of towels at 10:30 a.m. This linen had been left by *Queen Mary* previous week.



OPENING A FLOUR SACK, a ship's baker prepares to make rolls and pastry for the incoming passengers. The bakery operates around the clock.



STEWARDS SORT GIFT PACKAGES FOR VOYAGERS ALREADY BOARDING AT 2:50 P.M. →



DISINTEGRATING AFTER STRIKING RETAINING WALL, THE MERCEDES THROWS ITS HOOD AND FRONT AXLE INTO AIR. ENGINE PLOWED STRAIGHT INTO CROWD

STILL BLAZING FIERCELY, MINUTES AFTER THE CRASH, BODY OF THE MERCEDES

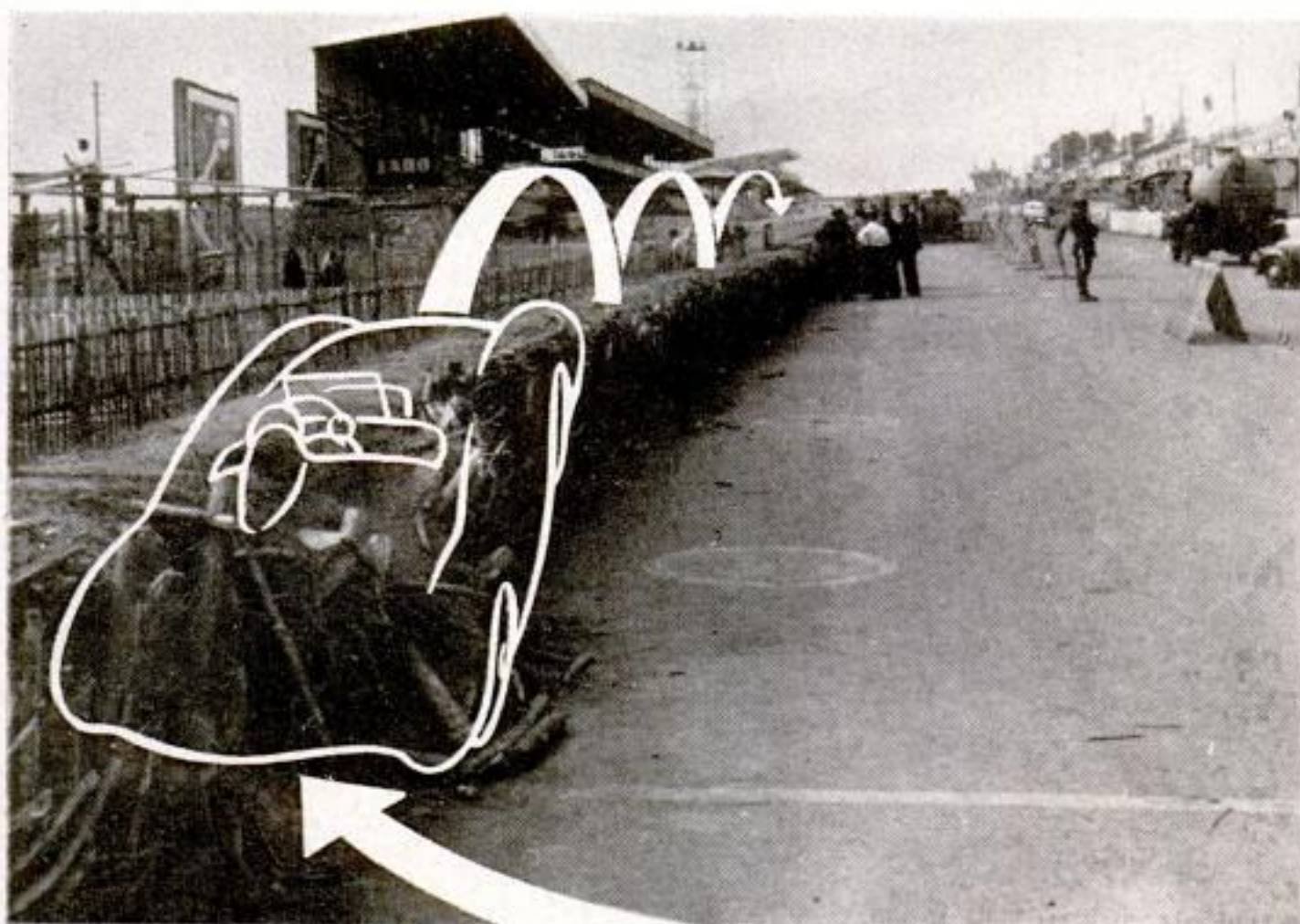
CRASH AND CARNAGE AT 150 MPH

This is how the worst racing accident happened

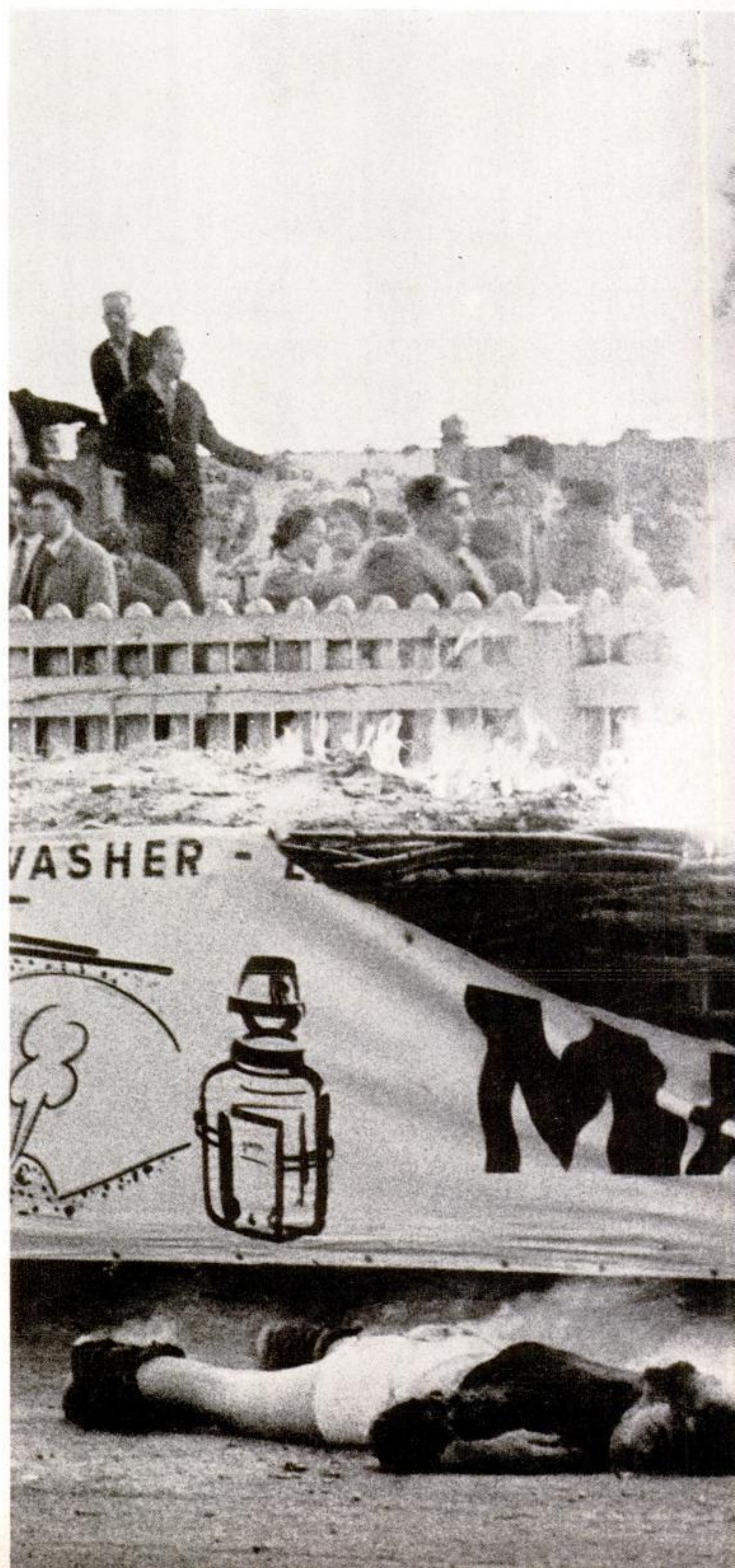
Hours after flame and flying metal erupted, few of the spectators at Le Mans, France knew what had happened. It was days before drivers' stories and these pictures could reconstruct the worst accident in racing history. Some 250,000 spectators had gathered for Europe's classic sports car race, the 24-hour test around an 8.38-mile course. Concerned about a course laid out years ago for slower cars, Mercedes Driver Pierre Levegh complained, "We need a signal system. Our cars go too fast."

As the race entered its third hour the cars were breaking records at every lap when Jaguar Driver Mike Hawthorn received a signal from his pit crew to stop for gas. As he braked, an Austin-Healey swerved to avoid him. A few lengths behind, Levegh raised his hand, signaling another Mercedes to slow up. At 150 mph he had no chance to do so himself.

Hitting the Healey, the Mercedes took off like a rocket, struck the embankment beside the track, hurtled end over end (*below*) and then disintegrated over the crowd (*above*). The hood decapitated tightly jammed spectators like a guillotine. The engine and front axle cut a swath like an artillery barrage. And the car's magnesium body burst into flames like a torch (*right*), burning others to death. In a few searing seconds 82 people were dead and 76 were maimed. Hawthorn, though unnerved, went on to win and set a new record. But few spectators had the enthusiasm to cheer.

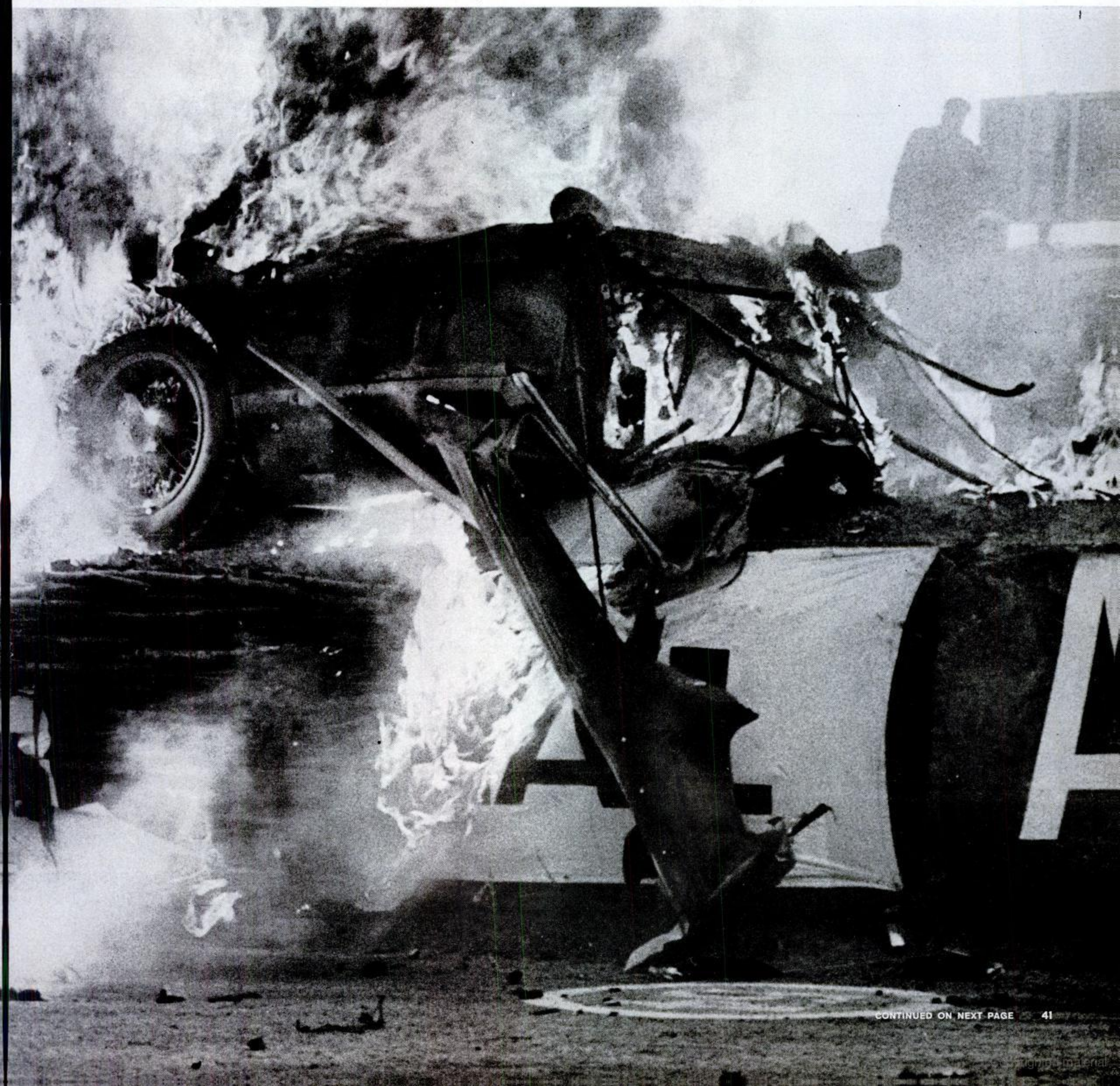


PATH OF MERCEDES is shown above as reconstructed at the official inquest. After striking barrier, the car somersaulted for about 85 yards, spewing flaming parts into crowd behind the fence. Levegh was thrown out and his skull crushed.

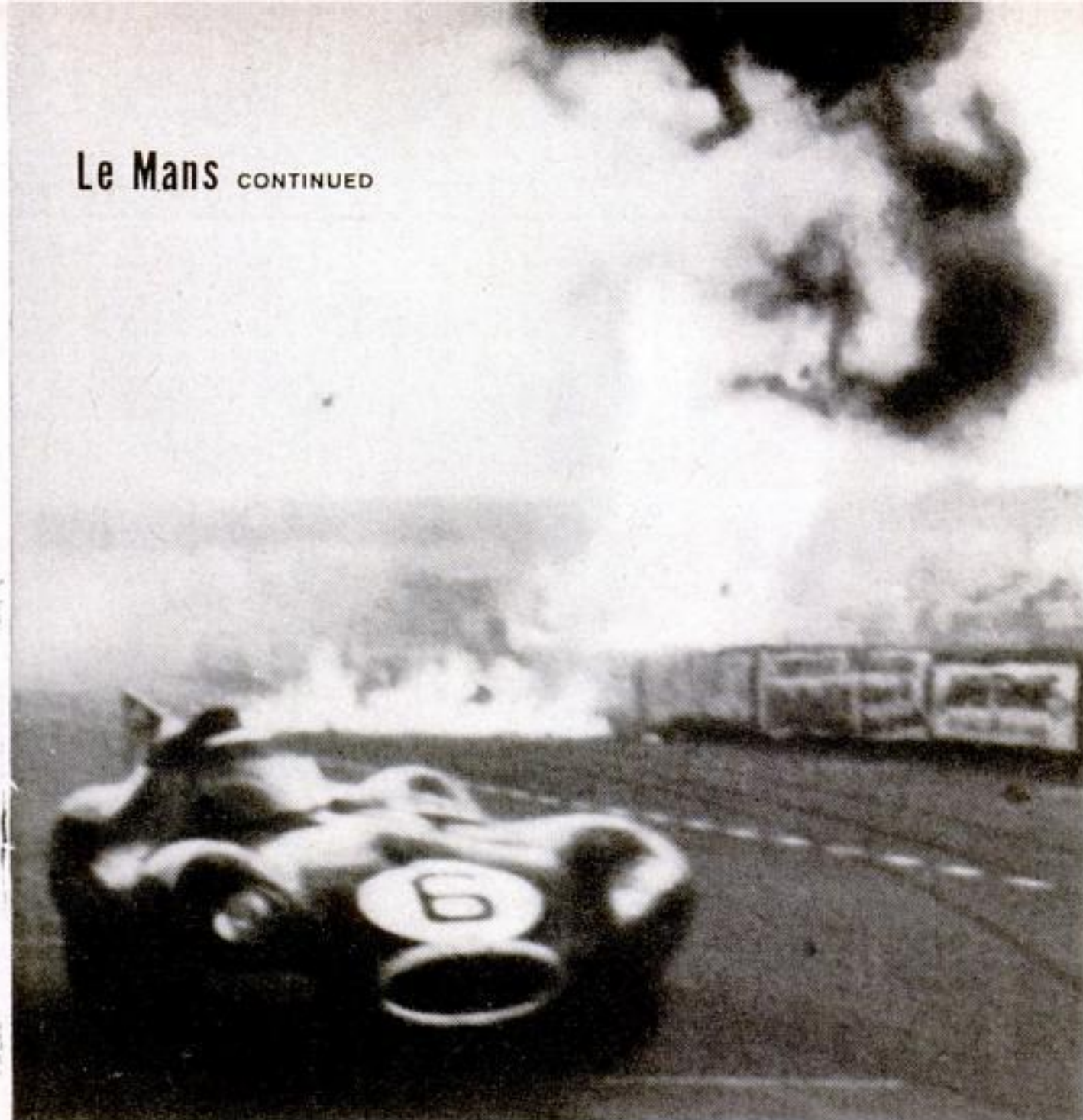




HOOD, AXLE FALL AS HEALEY, HOOD THROWN OPEN BY IMPACT, SKIDS TOWARD SIDE OF TRACK WHERE IT KILLED ONE MAN. ANOTHER MERCEDES IS APPROACHING
RESTS ATOP WALL NEAR A SPECTATOR IT KILLED. MADE OF MAGNESIUM, IT BURST INTO FLAMES AS FUEL IGNITED IT, SHOWERED AREA WITH WHITE-HOT SPARKS



Le Mans CONTINUED



RACE GOES ON and Hawthorn's Jaguar, after refueling, passes flaming wreck. The other Mercedes withdrew from the race, but the remaining cars continued.



FROM THE GRANDSTANDS spectators could see burning Mercedes. Fragments landed in section to left of CIBIE sign. Across track are pits the Healey hit.



TWO SORROWFUL PRIESTS, two hours after the crash, walk among the dead, to whom they had administered last rites. The following day a memorial service

was held in the ancient cathedral of Le Mans. The French government now has declared a ban on sports car racing until track conditions and rules are improved.



...then we add the "invisible ingredients" to create
Campbell Flavor

We asked the artist to show you everything that goes into a can of Campbell's Vegetable Soup. He did fine with the meat and vegetables, as you can see, but this is what stumped him:

Some of the most important reasons why any Campbell's Soup tastes so good are things that you can't see at all.

It's easy to picture a piece of beef, a portion of peas, or grains of barley. But how do you picture the blending skill that puts the taste of them all together into one unforgettable flavor? How do you show Campbell's Quality Control, the little secrets of soup-making that only Campbell knows, and the creative cooking of Campbell's French Chefs?

Then there is perhaps the most important

of all Campbell's "invisible ingredients." One of our more sentimental people calls it "loving care." Others call it "conscience."

That's why Campbell carries on its own extensive research and also works with universities and other agricultural authorities to improve vegetables of all kinds. It is why we go to the trouble of trimming vegetables and meats by hand just as you do at home.

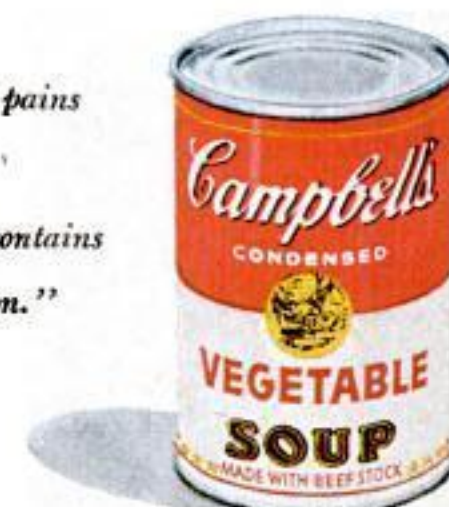
The invisible ingredients are the things you never see in any food from the Campbell kitchens. But when you take a taste of any Campbell product we think you'll be awfully glad they're there. And we believe you'll have a better idea of what we mean when we say:

"To make the best, begin with the best—then cook with extra care."

"We blend the best with careful pains

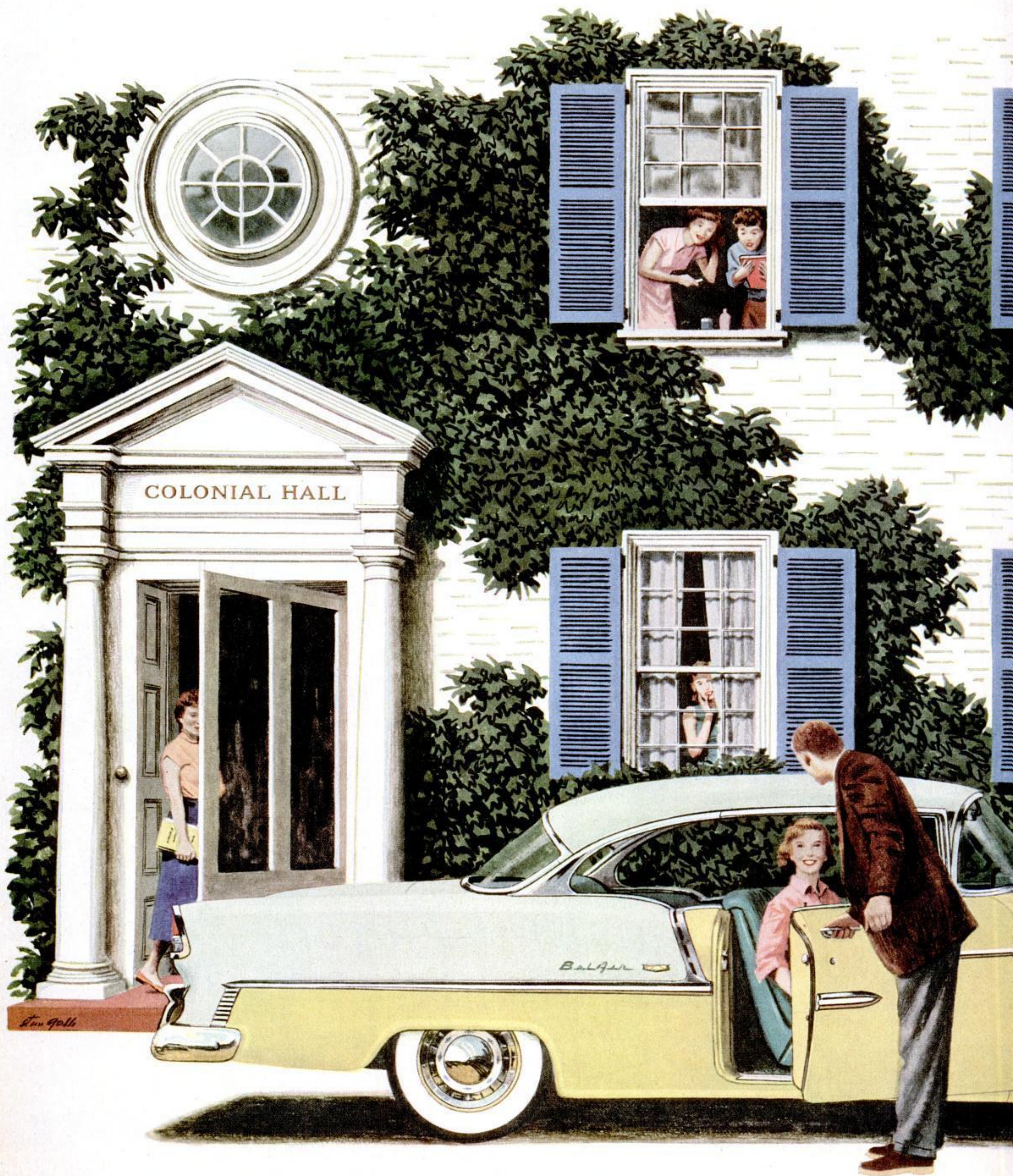
In skillful combination,

*And every single can contains
 Our business reputation."*



Campbell's

Soups • Tomato Juice • Pork & Beans
 Tomato Ketchup V-8 Cocktail Vegetable Juices
 Franco-American Products



Stealing the thunder from the high



How to look your best when everybody's looking

Who says a picture isn't worth a thousand words?

Here's one that shows you what's going on in all kinds of places where young people gather today . . . when a new Motoramic Chevrolet puts in an appearance.

This car's so perky it looks like it's always going to a party! And they love it because it represents *them* . . . because it's young and fresh and eager in style and power and performance.

And if you nudge the pedal when the light goes green . . . you'll find nothing ahead of you but fresh air. And when you make a turn you'll find it corners like a sports car. *Blithe spirit!*

That new V8 engine acts as if you'd told the engineers what to make it do! And those two new and powerful 6's will give you more power than you'll ever want to use.

This car's got a lot to offer in the power-feature department, too. Braking, steering, gear shifting — even seat and window adjustments too, on Bel Air and "Two-Ten" models — all these little motoring chores can be done the "pushbutton" way in the Motoramic Chevrolet through extra-cost options.

So, drop around one of these fine days and get set to look *your* best when everybody's looking.

SEE YOUR CHEVROLET DEALER

motoramic



priced cars!



The weatherman says:
It's **Four Roses time!**

When the summer days get long and hot, it's *Four Roses time* . . . time to make one of warm weather's most cooling and refreshing delights—the Four Roses Mist. (Just pour the golden smoothness of Four Roses over shaved ice.)

In the mellow, distinctive flavor of Four Roses,

you'll experience a pleasure that millions say cannot be duplicated. So, whether you cool off by mixing a frosted julep, an iced highball or a chilled Mist, you'll find that Four Roses adds a finer, more satisfying flavor—a flavor unequalled by any other whiskey.

No other whiskey
can match
the flavor of
Four Roses.



FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

THE MOLOTOV DECADE

THE OLD SHOWMAN HAS A NEW LINE BUT HE IS HUNTING FOR THAT 1945 BACKDROP

Western diplomats, fretting at the "handicaps" of democracy, sometimes envy Communist diplomacy its uncontrolled freedom of maneuver. Let them consider the case of V. M. Molotov, now visiting these shores.

"Old Stone Seat" is not only the No. 1 Communist diplomat but the senior foreign minister of all the great powers. Russia's No. 1 No. 2 man for a quarter century, he has run Soviet foreign policy from the Nazi-Soviet Pact that precipitated World War II through that war and the cold war to the present thaw. He comes to San Francisco to help commemorate the U.N. charter negotiations of which he was the cynosure in 1945. His two visits to that fair city are benchmarks for a 10-year test of Communist diplomacy in action.

These 10 years include the fall of China and the Soviet acquisition of the A and H bombs but with these Molotov had practically nothing to do. Everything else the Soviets have gained in world power since 1945 had in fact been won by the Red army by 1945. Molotov merely presided over the consolidation of these Red army gains. In the process he so repelled and scared the rest of the world that while he cannot take credit for Russia's gains in that period, he cannot disown the failures. Let us add these up.

•

At San Francisco in 1945, Molotov represented one of the two great new power facts revealed by World War II. The first was the productive and logistical prowess of the U.S.; the second was the size and resilience of the Red army. Harold Nicolson once said that to look into Molotov's eyes was like looking into a refrigerator with all the lights out. With his controlled bark and stony precision, he was the perfect mouthpiece for the image of mystery, omniscience and power which the Soviets presented to the world.

Said Molotov to the delegates: "You must definitely know that the Soviet Union can be relied upon in the matter of safeguarding the peace and security of nations." Today these words seem no more meaningful than any of the lies large and small by which the Communists think they are hastening the world revolution. But Molotov was also sniffing out a possibility of what Communists call "serious" (*i.e.*, Machiavellian) politics: a Big Three agreement, temporary but interesting, to divide the world.

In short, the U.N. might have succeeded in its great goal of preserving the wartime alliance, if only the free world were run the way the Communists think it is run. The immorality of such a peace, given voice chiefly by the small nations, made it impossible at San Francisco in 1945. Almost the U.N.'s first act was to elbow Russian troops out of north Iran (1946), thus proving itself to the Communists to be a planned double-cross, a giant Anglo-American trap.

How differently it appeared to Americans! When Molotov said "the Soviet Union can be relied upon," the words held a hope that seems incredible today. America in 1945 was almost as pro-Russian as it was anti-Nazi. Respect for the Red army was winged by wishful thinking to such widely held views as these:

- ▶ The 1917 Bolshevik revolution had at last been stabilized by sacrifice; Stalin, even if a Communist ("whatever that may mean"), won his war as a Russian nationalist, and would therefore remain one.
- ▶ International acceptance would soon "civilize" the semi-Oriental Russians, who were terribly shy.
- ▶ The "gigantic economic vacuum," as Charles Evans Hughes had called Soviet Russia in the '20s, was now filled by a manifestly going concern. Whatever one thought of

Communism, it was at least a new "principle of organization" especially in backward societies, and a little competition from this new "principle" would keep capitalism on its toes.

These and many a like illusion about Russia were at their peak in '45. They died even before Stalin, bludgeoned to death by Soviet foreign policy. The attempted rape of Greece produced the Truman Doctrine. The Berlin blockade produced the airlift. Our proffered Marshall Plan, which first included Russia and her satellites, produced a slammed door and the "Molotov Plan" (economic exploitation of the satellites), which in turn produced Titoism. The rape of captive Czechoslovakia produced the Vandenberg Resolution and NATO, America's first preventative military commitment in Europe. The Korean war made the U.S. rearm. Molotov's attempts to undermine NATO have started West Germany rearming. Molotov's diplomacy has the knack of making his own worst fears come true.

Meanwhile the illusion that Communism is a "going concern" has shriveled from the center. As a standard-of-living machine, the Soviet's slave-based economy is a gigantic vacuum still. They have yet to learn how to feed themselves from their rich one seventh of the globe's soil. Their so-called "stable" government, after Stalin's death, careened crazily through the doctor's plot, liquidation of Beria, the Malenkov interregnum, and now Khrushchev and Bulganin, who are acting like would-be receivers for a firm that will go bankrupt if they can find the right court.

The old Communist claim to "progressivism," which once made fellow travelers of so many intellectuals, has dwindled to a bad joke. The free world's ebbing Communist parties still number 12 million members, but may already be far outnumbered by the growing army of ex-Communists (in the U.S. the ratio is 20 or 30 to 1). Moscow's ideological vacuum was made public during Khrushchev's recent pilgrimage to Belgrade, where he wooed Tito, Stalin's mortal enemy, with the sleeve-plucking finesse of a Bokhara rug merchant. On that occasion Khrushchev destroyed still another old Western illusion about the Russians, that they can drink everybody else under the table. Not Khrushchev, who had to be carried to his car.

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And now comes again the senior diplomat, the durable old Bolshevik, to buy his distraught and divided superiors a little time. He has changed his act a bit (*see p. 50*), wears a Stetson and a wintry smile; but what has most obviously changed is not Molotov, it is the imperial Communist backdrop that once terrified the world. It is in shreds. The illusion is gone.

To do him justice, a good Communist (and Molotov is that) scorns to nourish anybody's illusions—except his own. His own is that he has a secret weapon of political analysis that will tell him the correct Communist strategy or tactic under any circumstances, whether of advance or of retreat.

The rigorous and presumably "correct" application of this secret weapon has brought the Soviets from where they were in '45 to where they are now. They want and badly need a breathing spell in the cold war. They still have the Red army and an air force and atomic and hydrogen bombs. This is a good deal. But looking back over this turbulent decade it is a far cry from the mystery, omniscience and power that Molotov represented in '45. Trying to learn by negotiations what the Soviets mean by a "relaxation of tensions," and what price they will pay for it, the West has little to fear, nothing to envy, and nothing whatever to admire.



EVACUATING PENTAGON as Operation Alert begins, some 29,000 building workers stream toward parking lots. The top officials left aboard 14 helicopters.



MASS FEEDING OF EVACUEES takes place in Atlanta's Chastain Park, where 1,800 government workers fled by bus and private car before simulated attack.

A CONFUSED ALERT—BUT EVEN A GOOD ONE

Last week as the largest civil defense exercise ever held in the U.S. left a theoretical toll of eight million dead, there was sharp criticism of the entire operation. As one reporter said, "Everything is simulated but the confusion." But confusion can be eliminated with better planning and more practice. What is really frightening is that, in light of latest scientific deductions, even an efficient "Operation Alert" would be obsolete. The author of this article helped develop the atomic bomb, later was government consultant on nuclear research and now directs a private firm, Nuclear Science Service.

BY DR. RALPH E. LAPP

The hypothetical raid staged last week during "Operation Alert" assumed that the Soviets had an old-fashioned nuclear stockpile. In making this comfortable but shockingly shortsighted assumption, U.S. planners either failed to appreciate or refused to face the facts about modern superbombs.

Americans would still be in the dark about superbombs were it not for a momentous but little noticed speech which AEC Commissioner Willard F. Libby gave at the University of Chicago early in June.

The big news buried in Dr. Libby's speech was that the bomb exploded at Bikini in March 1954 was not simply a hydrogen bomb—in which a small A-bomb is used to trigger a thermonuclear device. Instead the Bikini bomb was a three-step mechanism in which an A-bomb "triggers" a thermonuclear blast which sets off the final, vaster A-bomb. The Bikini bomb is thus a gigantic A-bomb whose radioactive aftereffects are far deadlier than those of the H-bomb alone.

Dr. Libby makes clear that this new superbomb is a revolutionary

weapon—a breakthrough in the explosive art comparable to the development of the original A-bomb.

► The new bomb packs the punch of 10 million tons of TNT (10 megatons) or 500 times the power of the Nagasaki 1945 bomb.

► The H-bomb can derive most of its power from ordinary uranium, U238. The hydrogen bomb as first conceived was beyond the ability of even the U.S. to finance. U238 costs only \$20 a pound.

► The superbomb can be made as large as desired. A 10-megaton bomb is now only a nominal weapon. Bigger bombs would not cost much more.

This means we have entered a new era of cheap destruction. The following facts help explain why Operation Alert was unrealistic.

For the imaginary attack, the Federal Civil Defense Administration selected bombs of various potency. Of 51 bombs, one dozen were the same power as the Nagasaki bomb; another dozen were 2½ times that size or equal to 50,000 tons of TNT. Only six were of megaton size (equal to one million tons of TNT) or larger. None equaled the superbomb.

Clearly FCDA's planning assumptions were highly conservative and indeed downright inadequate. We seriously underestimate Russian capability if we count on their using only small bombs. Bombs for strategic warfare will undoubtedly be in the megaton and multimegaton class.

Quite apart from the bomb size, we must consider the effects, which, Dr. Libby's speech made clear, are as radical as the bomb's design.

Last February the AEC announced that its March 1954 Bikini bomb could cause radiation sickness and death over an area of 7,000 miles—far beyond the 300 to 400 miles hit by blast and heat. But Dr. Libby revealed that the fallout area would cover 100,000 square miles.

The AEC has said that the death-dealing fallout lasts only 36 hours after the bomb bursts. Dr. Libby revealed that this fallout period would stretch into days and weeks.

Dr. Libby said that a human should not absorb more than 10 roentgens of radioactivity, far less than previous minimum estimates.

Using this new fallout data, this writer deduced that one superbomb could contaminate an area larger than Pennsylvania so badly that people would be forbidden to enter the state for several years to avoid absorbing the critical roentgens. Thus again, in the light of new fallout facts, the planning of Operation Alert is unrealistic.

Only a few of the simulated bombs were big enough to produce serious fallout. Moreover, most of the weapons were stipulated to be air bursts, which minimizes fallout. It is hardly likely that a ruthless enemy would oblige us by exploding his bombs as high air bursts. To do so would be to forego using the greatest potency of the superbomb.

The real significance of radioactive fallout is that even after having been evacuated from the blast area of the superbomb, millions of escapees will need shelter for a considerable period. Each major city must be surrounded with a vast cordon of safe shelters to which metropolitan dwellers—8 million in New York City—can flee on short notice.

Dr. Libby spelled out many of the awesome problems for which Operation Alert did not plan. Man must protect himself not only from the direct effect of radioactive fallout; he must also check all food and water



PRESIDENT'S HEADQUARTERS was tent city set up at secret location. Here President Eisenhower (third from left) came with cabinet and other officials.



Meal of frankfurters and beans was supplied by food merchants and prepared by civil defense volunteers. In theory, Atlanta had 12,000 dead.

MAY BE OBSOLETE

to prevent intake of contamination. A 10-megaton bomb will produce three pounds of radiostrontium, an uncommon chemical 100 million times more toxic than chlorine gas. A tiny fraction of an ounce of this dust scattered over one square mile will be enough even after many years to cause bone tumors.

Thus fallout emerges as a triple-threat weapon: a vast area is affected; the lethality persists for days, weeks and months; and the toxic, if not fatal, effects may endure for years. These were effects for which Operation Alert was unprepared.

Government planners could argue that the Soviets may not have the Bikini-type bomb. But it can now be revealed that the Soviets conducted at least two superbomb tests this spring.

Shot No. 1 occurred in April, and showered radioactive fallout on Northern Japan. Japanese scientists scraped up tiny amounts of the fallout and analyzed it as they had the *shi no hia*, or ashes of death, from the fishing ship *Lucky Dragon*, which was caught in the Bikini blast fallout. The scientists found that Shot No. 1 bore a direct similarity to the Bikini bomb.

Shot No. 2 in May was not detected in Japan. However, non-governmental scientists in the U.S. picked up strong radioactive indications of it. Both detonations must have been of very high power. U.S. authorities have made no announcements about these Soviet tests, but in the absence of official information, one must assume that the Soviets have the Bikini-type superbomb. It is the Russian possession of this superbomb and its fateful implications for humanity which made Operation Alert old-fashioned.



RELOCATED HOSPITAL, Bangor Osteopathic, treats mock casualties in a high school where it set up after fleeing the "bombed" Maine city.

HOT WEATHER Problem?

ELECTRIC SHAVERS

Use this lotion before you shave. It evaporates perspiration . . . sets up beard . . . lubricates skin for close, smooth shaves!

Any time—even in hot weather—you'll get quick, comfortable electrical shaving when you use this new *before-shave* beard conditioner.

No matter what make of razor you use—no matter how much you like it already—you'll find Williams Letric Shave gives you a closer, more comfortable shave than you ever thought possible. Cooling, soothing Letric Shave goes on like a lotion—*then* you shave.

1. It instantly evaporates perspiration . . . stops irritating perspiration drag.
2. It sets up your beard for closer and cleaner shaves.
3. It lubricates your skin for faster, smoother and far more comfortable shaving.

And Williams Letric Shave is even good for your razor, too. It lubricates the cutting head for faster, easier action. *Helps break a new shaver in faster!*

FREE TRIAL OFFER!

We want you to give this amazing beard conditioner a thorough trial. That's why we'll send you a generous free sample—*enough for a full month of shaving*—absolutely free. Send your name and address to The J. B. Williams Company, Dept. L-1, Glastonbury, Connecticut.

Williams Letric Shave costs less than a penny a shave! Only 69¢ for 3-oz. bottle—enough for 80 shaves. Available at your nearest drug counter.



No matter how hot you are, Williams Letric Shave evaporates perspiration *instantly* . . . stops razor drag . . . lets you get a closer, more comfortable shave

Williams LECTRIC SHAVE

MOLOTOV'S MERRY MIEN

Crossing the U.S., he buries—or hides—hatchet

Soviet Foreign Minister V. M. Molotov came as close last week as his forbidding personality would allow to making like a glad-hand politician on a whistle-stop campaign. He crossed the U.S. by rail last week, all sweetness and light, headed for the United Nations' 10th anniversary celebration in San Francisco. In New York he popped unannounced into the Metropolitan Museum of Art, told reporters after a fast tour that he "liked the American paintings best." Taken aback, a reporter asked if he had heard correctly. "That's what he said," Mr. Molotov's interpreter replied, apparently somewhat incredulous himself. In Chicago Molotov went sightseeing and told a reporter who tried to interview him in Yale-learned Russian, "You need some more words." And at Cheyenne, Wyo. he observed a custom long honored among American politicians (*below*).



CAMERA IN HAND, Molotov strolls along Chicago's lake shore. LIFE photographer lent him camera with telescopic lens so he could better see city's skyline.

HAT ON HEAD, Molotov takes possession of a white Stetson (size 7½) which → was presented to him at stop in Cheyenne. Said he, "It is a beautiful hat."



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Crystals made from real Oranges



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Pillsbury ORANGE Cake Mix

*New fresh fruit flavor in a cake
...New kind of cake never possible
before by any method*

You don't have to grate a single rind or squeeze a single orange. Crystals made from real oranges are right in the mix.

High, moist and light—and no eggs to add. Like all Pillsbury Cake Mixes, the country-fresh eggs are right in the mix. Milk is *all* you add.

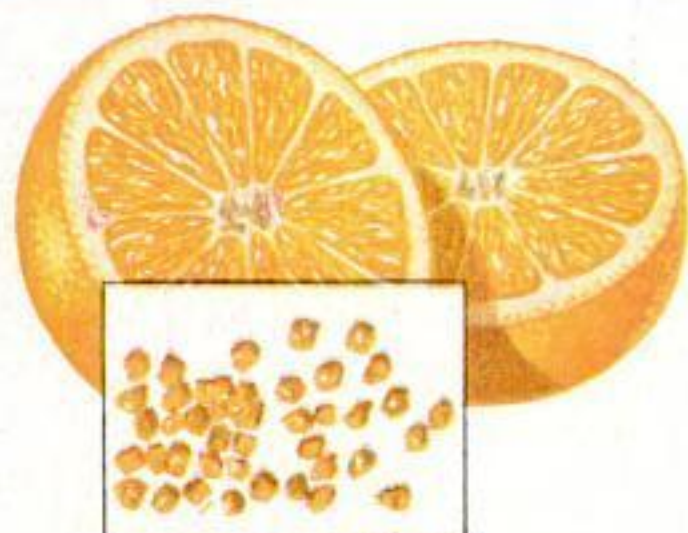
You couldn't do a nicer thing for your family. New Pillsbury Orange Cake Mix, now at your grocer's.

*Country-fresh eggs
are right in the mix, too...*

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Now there are 6 Great Pillsbury Flavors:

CHOCOLATE FUDGE • WHITE • GOLDEN YELLOW
OLD-FASHIONED SPICE • ANGEL FOOD
and the NEW ORANGE



These tiny crystals are the Pillsbury secret, and they're right in the mix. They're made from the peel and fruit of select, tree-ripened oranges. They give you the kind of orange cake never possible before with any recipe.



Deliciously yours!

P.S. This is a picture of the way to a man's heart. Serve your man pot roast, browned potato cakes and Hunt's nice-and-spicy catsup. You'll see! **Hunt — for the best!**

Hunt Foods, Inc., Fullerton, Calif.



AT IDLEWILD AIRPORT the Martos talk to UN interviewers. Eleven-year-old Odette shies away.

ARAB FAMILY IN U.S. HAVEN

First of the wartime refugees
to arrive are happy in Oregon

The arrival in New York was almost more than the Marto girls could take—the strange country and language, the interviewers' endless questioning of the Arab refugee family that had come to live in the U.S. A couple of days later, clear across the continent, the girls were beginning to feel at home in the warmth of an American family that had undertaken to help them get started in a new land.

Jacob Marto had been a prosperous travel agent in Jerusalem until the Arab-Israeli war dispossessed him in 1948. While a refugee in Amman, he met Clyde Walker of Forest Grove, Ore. doing some work for the U.S. Point Four Program. It was through a friend of Walker's who agreed to sponsor Marto, and through the UN and World Council of Churches that the Martos became the first Arab refugee family to resettle in the U.S. under provisions of the refugee act of 1953, which specifically calls for admitting 2,000 Palestine refugees.

In the quiet town of Forest Grove the Martos moved in with the Walkers. Mr. Marto refused to buy an automobile—even at wholesale—until he got a job. Mrs. Marto got acquainted with electric dishwashers. And the four daughters got acquainted with almost everyone in the neighborhood, meeting them on walks and doing fine on an English vocabulary that consisted entirely of "allo" and "hi."



IN FOREST GROVE Lily, 6, and Odette, who had to leave their own dolls behind in Amman, play with

the Walker family dolls, which Mrs. Walker had dressed in new clothes and given to them as gifts.

CHURCH AND THE ICE CREAM CONE



FIRST DINNER with Walker family was a little stiff. The Marto girls, though delighted with presents of napkin rings, were on their best formal behavior.



WALKING TO CHURCH on Sunday morning, the Walkers lead with Lily and Vivian, 8. Mr. and Mrs. Marto walk behind with Elizabeth, 13 and Odette.



AT METHODIST CHURCH, THE MARTOS, MEMBERS OF SYRIAN ORTHODOX CHURCH, HEARD PRAYER, "WE ARE MINDFUL, O LORD, OF HANDS ACROSS OCEANS"

FAMILY ALBUM is shown Mrs. Marto and Elizabeth by Mrs. Della Osborne, Mrs. Walker's mother, who moved to basement room to make space for Martos.



AMERICAN SPECIALTY is discovered by Lily and Vivian, who try their first ice cream cones. They liked them very much but had trouble with the drip.



CONTINUED ON PAGE 56

Announcing
RED CROSS STERILE ABSORBENT

PATENT PENDING



USE like cotton! SEE the difference! FEEL the difference!



New Red Cross Sterile Absorbent is super-soft, super-smooth. Made of viscose rayon fiber, it's absolutely clean, pure white, absorbs rapidly.

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Arab Family CONTINUED



SHOWING OFF for her father, Lily climbs to the top of the Jungle-Gym in city park and happily shouts a newly learned salutation: "Allo, Daddy!"

it's Ultralite by Samsonite . . .



DOW MAGNESIUM gives a "new lift" to luggage...

Samsonite designers were searching for a new material to build quality luggage that was strong yet light in weight. They found the answer in magnesium, world's lightest structural metal. Interestingly enough, magnesium is extracted from sea water through a process developed by Dow.

In addition to this feather-light luggage, many other products you use today are made lighter by magnesium. Power tools, ladders, boats, furniture—and

hundreds of parts for household items and appliances are made from this wonderful metal.

Turn the page for the exciting story of the beautiful new Ultralite Samsonite luggage . . . smart, lightweight luggage you'll love to own.

THE DOW CHEMICAL COMPANY, Midland, Michigan.

Military and commercial aircraft fly faster and farther today because of magnesium . . . and carry greater payloads with air frame, engine parts and wheels of this lighter, more rigid metal.



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new! *Ultralite*



LADIES' WARDROBE
Shown in new Vapor White
only \$35.*

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| Beauty Case | \$22.50* |
| Ladies' O'Nite . . . | 25.00* |
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Prices higher outside continental U. S.

Samsonite *Luggage* —

made with  magnesium, the airplane metal



Here it is at last! The brilliant, buoyant new luggage that makes all other luggage outmoded.

Here is luggage you've never dreamed of. So light you'd never believe it could be so strong and sturdy. So smart and streamlined you'd never believe it could hold so much.

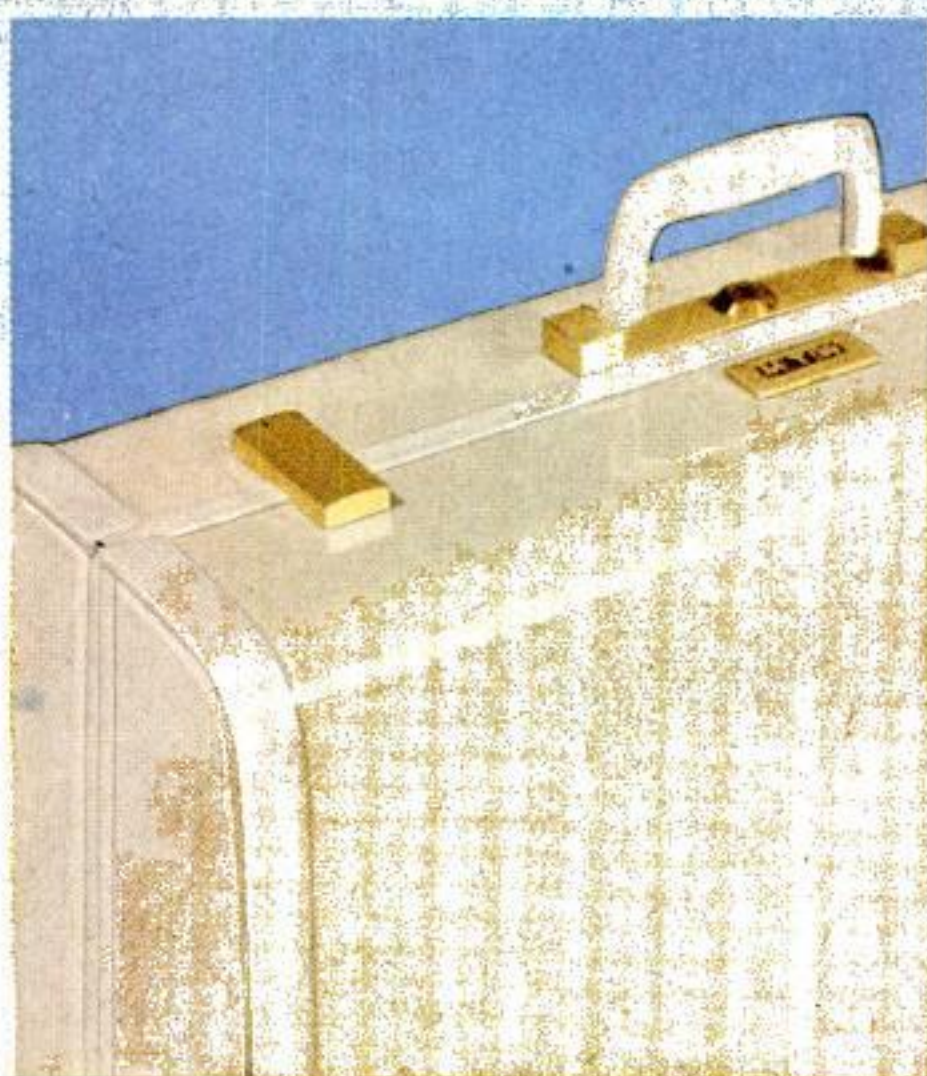
The new cases are made with super-light magnesium... covered in Samsonite's exclusive new "better-than-leather" finishes. See Ultralite Samsonite at your dealer's now.

Lift it with a finger. Marvel at the newest wonder of the luggage world!

Tomorrow's design today! Streamlined, smart, fingertip-light!



This wonderful new Ultralite Samsonite is actually strong enough to stand on. Three United Air Lines' Stewardesses can stand on new Ultralite Samsonite. It can take rough treatment in stride. Its streamlined shape allows you to carry more clothes in less space—always wrinkle-free.



Most modern handles and locks ever designed. A gentle push with the tip of your finger opens and closes these new type "trigger-action" locks. They can't pop open accidentally. Tongue-in-groove closure keeps clothes free of dust and dampness. Smart monogram panel makes it personally yours.



Never before such stunning finishes... all as modern as tomorrow. They defy scuffing and the wear and tear of years of travel, wipe clean with a damp cloth. Ultralite is available in 6 all-new "flying colors" for men and women. Ladies' Wardrobe, shown above and on opposite page, costs only \$35.*



Flight Blue Rocket Brown Airline Grey Jet Grey Pilot Tan

Also—Streamlite Samsonite Luggage from \$15 to \$35*

Ultralite Samsonite *Luggage*

FLIGHT-TESTED BY UNITED AIR LINES



Shwayder Brothers, Inc., Luggage Division, Denver 9, Colo., Folding Furniture Division, Detroit 29, Mich.



**Three wonderful ways
to weather the summer!**

JOHNSON'S BABY POWDER—guards skin against irritating stickiness, chases prickly heat. Gives an all-over smooth, fresh, fragrant feeling.

JOHNSON'S BABY OIL—perfect protection against drying effect of wind and sun—helps skin retain natural moisture. America's favorite baby oil.

JOHNSON'S BABY LOTION—soothing, cooling treatment for sun- and wind-dried skin. Helps prevent summer rashes—keeps skin clear and comfy.



SWOOPING TO WITHIN 50 FEET OF THE ICE FLOE, A DC-4 CARGO PLANE DUMPS ANOTHER LOAD OF BAGGED SAWDUST NEAR ITS STRANDED SISTER SHIP AT LEFT

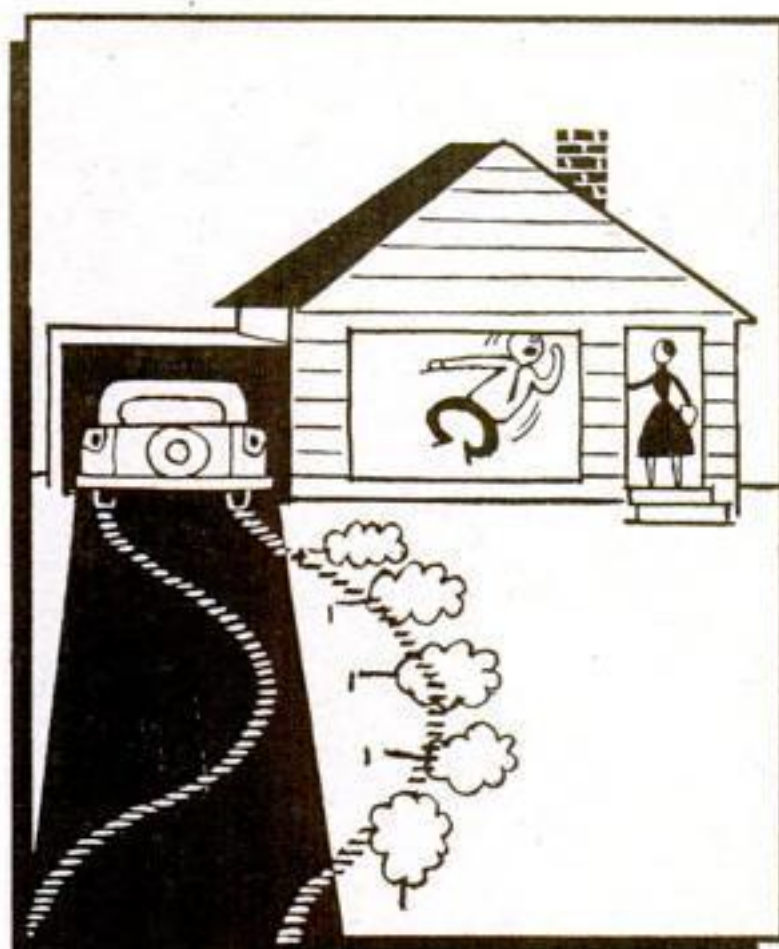
THE SAWDUST AIRDROP ON HUDSON BAY

U.S. company tries a unique scheme for salvaging a crash-landed transport plane aboard a raft of ice

In a unique salvage operation, a big cargo plane roared over Hudson Bay dumping bags of sawdust near a DC-4 stranded on the ice 20 miles north-east of Fort Churchill, Manitoba. The grounded plane, returning last month from a cargo mission to an arctic radar outpost, had met severe head winds and been forced to crash-land amid the ice pack (*next page*). Damage to the plane was slight and all six men aboard were rescued. But an insurance company decided that the isolated plane could not be salvaged and paid off its owners, United States Overseas Airlines, in full.

The line's founder, Ralph Cox, reluctant to abandon the ship so easily, seized on the idea of making the ice into a huge raft on which the plane could be floated to Fort Churchill. Men flown in by helicopter carefully staked down the plane. A carpet of foot-thick hay and sawdust was spread over 3,000 square feet to preserve the ice against the sun. When the early summer heat breaks up the surrounding unblanketed ice, Cox hopes to rev up two of the plane's engines and taxi the ice raft to port. If his gamble pays off, he keeps both his plane and the insurance money.

Looking for Something?



PAVING CONTRACTORS



FROM LANDSCAPING TO PAVING WHATEVER YOU NEED



Sawdust Airdrop CONTINUED



WILDERNESS OF ICE, all of which will melt by early August, surrounds the downed plane. A 15-foot-high ice ridge tore loose landing gear and one engine.



SAFETY MEASURES against a sudden breakup of the ice include dog teams, motorized canoes and helicopter, which flies daily hot meals to salvage crew.



At home everywhere

Wherever you go, you'll get "hometown service" if your Automobile Insurance policy bears the Hartford Stag.

Injured in a collision...

these policyholders got fast action from a nearby Claim Office of the Hartford Accident and Indemnity Company's nation-wide service network.

Their belongings were safeguarded... the accident investigated... reports prepared... their car damage checked and repairs arranged.

When insuring your car, go to your local Hartford Agent or your insurance broker and ask for the Stag-marked policy that assures you "on-the-spot" service.

Year In and Year Out You'll Do Well with the

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Shatterproof
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USE...HOLLYWOOD
sani-white
for the whitest shoes
you've *ever* worn!
Also in "Sani-Black" and "Sani-Brown"
At Leading Chain and Independent Stores

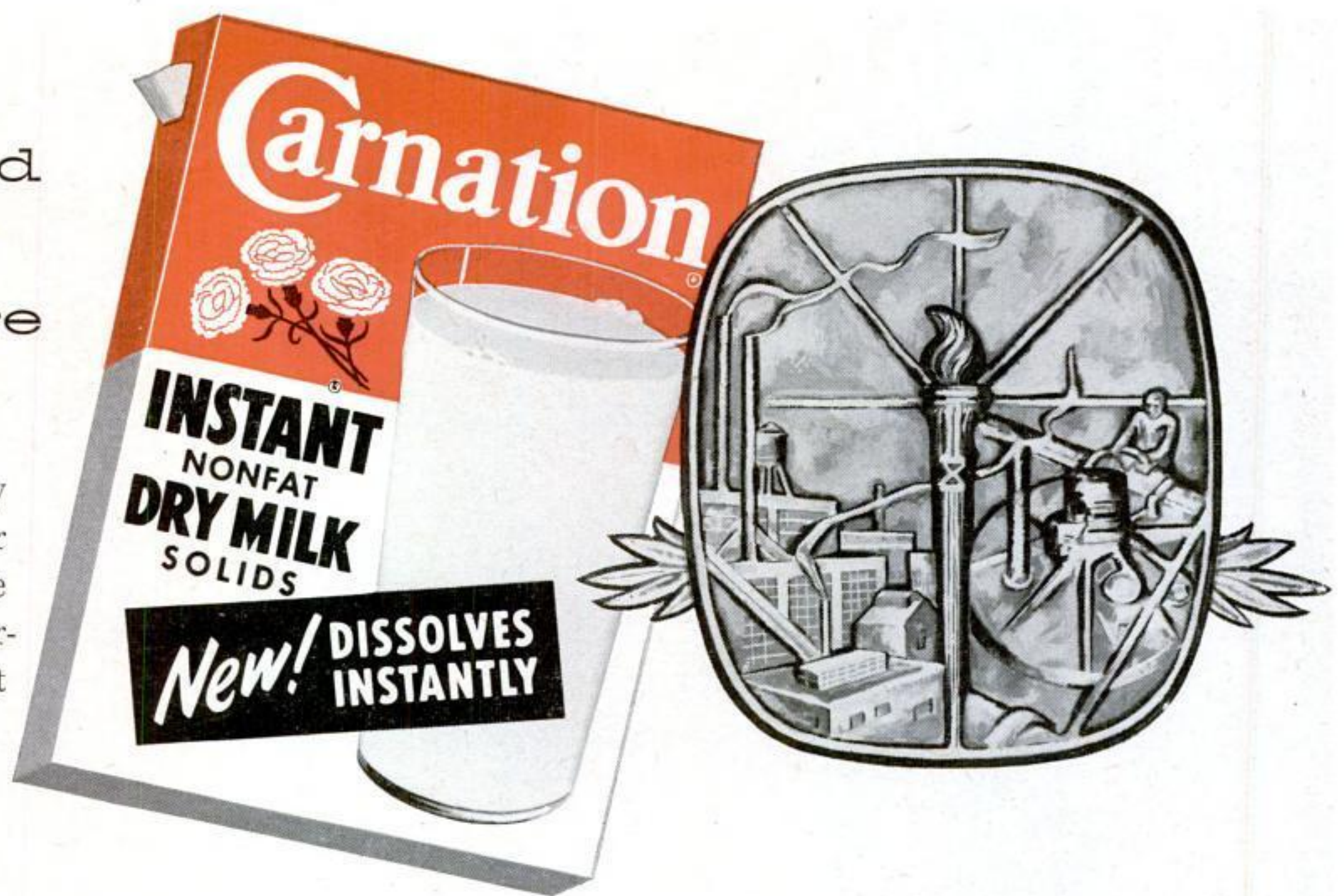
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BEST
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200 tablets 79¢ • 100 tablets 49¢ • 12 tablets 10¢

Carnation Instant WINS TOP FOOD AWARD!

Amazing Milk
Discovery named
the outstanding
advance in entire
food industry!

Amazing Magic Crystals—developed by
dairy authority Mr. D. D. Peebles after
30 years of research! Winner of the
coveted 1955 biennial Food Engineer-
ing Award as the most important
improvement in food processing!



Have you tried Award-Winning
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that burst into delicious
fresh-flavor nonfat milk?

MIXES INSTANTLY IN ICE-COLD WATER—Ready to drink or
use in cooking immediately. No special recipes needed.

FRESH MILK FLAVOR—delicious for drinking, over cereals,
in cooking.

DOES NOT CAKE OR HARDEN—stays free-flowing from the
easy-pour spout.

ALL THE PROTEIN, CALCIUM AND B-VITAMINS of fresh, whole
milk and you can make it even more nourishing (and the
flavor even richer) simply by using more Magic Crystals!

Save 1/2 on Milk Bills!





YOU CAN BUILD ANYTHING WITH



1. Storage wall 2. Ceiling 3. Mobile 4. Texture 1-11 plywood paneling 5. Frame 6. Chest 7. Platform 8. 12' Boat 9. Subfloor & underlay 10. Roof deck 11. Wall sheathing 12. Overlaid plywood siding 13. Fence 14. Building toy 15. Hog house 16. Traffic sign

ANYTHING you can build with wood you can build better, faster, more economically, with fir plywood.

And fir plywood does many jobs that ordinary wood can't do! Pictured here are a few of the million-and-one things built with this modern miracle material. It has set new standards of performance and value, revolutionized construction methods everywhere. It's the *engineered* wood—pound for pound stronger than steel. Light, splitproof, virtually puncture-proof. Easy to handle, easy to work with everyday tools.

In addition to standard 4 x 8 foot sheets, fir plywood is available



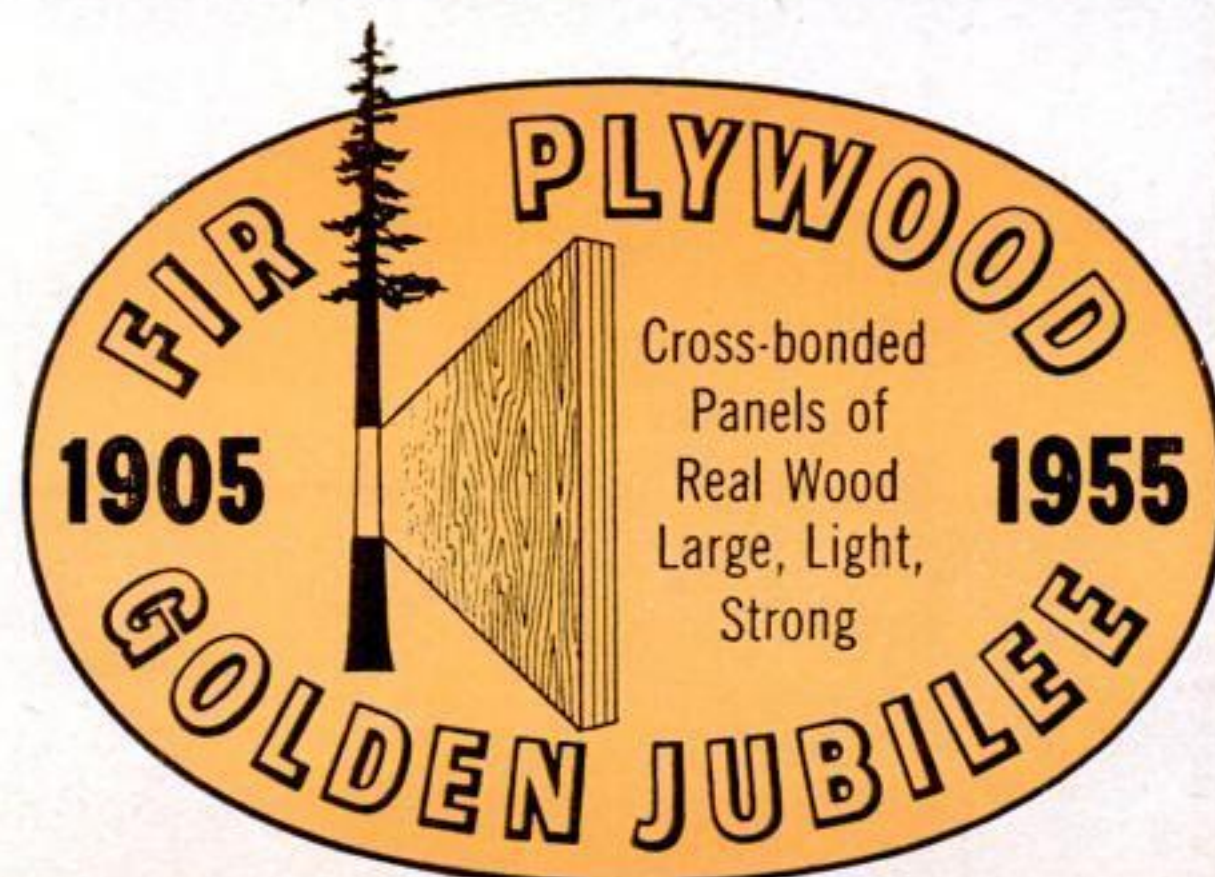
FIR PLYWOOD

in extra-long panels for big construction jobs . . . in convenient Handy Panels. There are new textured panels and surfaced panels that are extra-smooth, doubly durable.

Every lumber yard can supply you with fir plywood. Ask too, about helpful plans and idea booklets* for scores of building and remodeling jobs.

See Your Lumber Dealer!

*Just published—book of 52 new home storage plans. If not available at your dealer's, send 50c (USA only) to Douglas Fir Plywood Assn., Tacoma 2, Wn.



NEW!

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the silicone suntan product
that protects you even after swimming!

At leading department
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plus tax

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- Silicone ingredient, "Dura-Sil"* — available only in this product—gives longest sun protection yet known
- Bronztan *stays on* the skin—protects without being re-applied after swimming
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- Cool and refreshing. Sand won't stick
- You tan even if you could never go in the sun before
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- Smart, plastic container (no dangerous glass to break)

*Trademark—active ingredient developed by Shulton Pharmaceutical Division



BACKWARD FALL WAS TAKEN BY JULIA RODRIGUEZ WHO STEPPED ABOARD, CHANGED HER MIND TOO LATE

SCARES FROM MOVING STAIRS

The floodgates of progress broke on Santiago, Chile recently when El Banco Italiano, a bank with progressive ideas, installed a contraption few Chileans had ever seen before: an escalator. Although installed to help customers get from street level up to the banking floor, the moving stairs soon took on all the aspects of an

obstacle course. Santiaguans fell all over themselves trying them out as bystanders laughed and bank officials worried. Hero of the affair was Messenger Boy Jorge Ormazabal, who not only helped timid riders aboard (*left, below*) but also got many handsome tips by making deposits for a few who could not face the ordeal.



JORGE ORMAZABAL HELPS A CUSTOMER ABOARD



MAKING SOLO ASCENT, MAN CLINGS TO HANDRAIL



ONLOOKERS LAUGH BUT CHOOSE NOT TO TRY IT



DRAWING BACK, A LADY CRIES, "I CAN'T DO IT"

TAKING BABY?
TAKE "KD's"!
THROW-AWAY DIAPERS WITH
WATERPROOF BACKS!



Kleinert's Disposables are so soft; have silk-soft Visqueen backs

- SOFTER than any other disposable diaper you can buy.
 - PIN THEM on just as you do any regular fabric diaper.
 - WON'T STICK; can't disintegrate on baby's sensitive skin.
 - NO WETPROOF PANTS are needed with waterproof KD's.
 - WHEN YOU'RE AWAY... just throw soiled ones away!
- Package of 24 for only \$1.98
- LOOK: Kleinert's Ostrich Grain Bag (above) keeps food hot or cold 3 to 5 hours! \$4.25

Kleinert's KD's

Moving Stairs CONTINUED



LOST SHOE rides up by itself after a couple of women fell off together. Its owner, too glad at having escaped to worry about a shoe, let it go unclaimed.



Little girl listens to crispness

It's kind of fascinating the way Kellogg's Rice Krispies speak up when you pour on milk or cream. "Snap! Crackle! Pop!" they say. (That's to let you know how crisp and fresh they are.) The only thing we can add is that they're also full of vitamins, minerals, and energy generators. And now that you've listened to us, why not listen to the world's only talking cereal - at your bedtime snack tonight, or at breakfast tomorrow?



Snap!



Crackle!



Pop!



"Rice Krispies" is a trade mark (Reg. U.S. Pat. Off.) of the Kellogg Company for its oven-popped rice.



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Cooking Outdoors?

take along S.O.S.® to help clean up!



There's soap right in each S.O.S. Scouring Pad. And S.O.S. lathers up even in cold water! Makes short, quick work of pot and pan clean-up.



S.O.S. pads are all you'll need to clean soot-blackened frying pans, the coffee pot and all your cooking gear. Be sure to take plenty of S.O.S. pads!





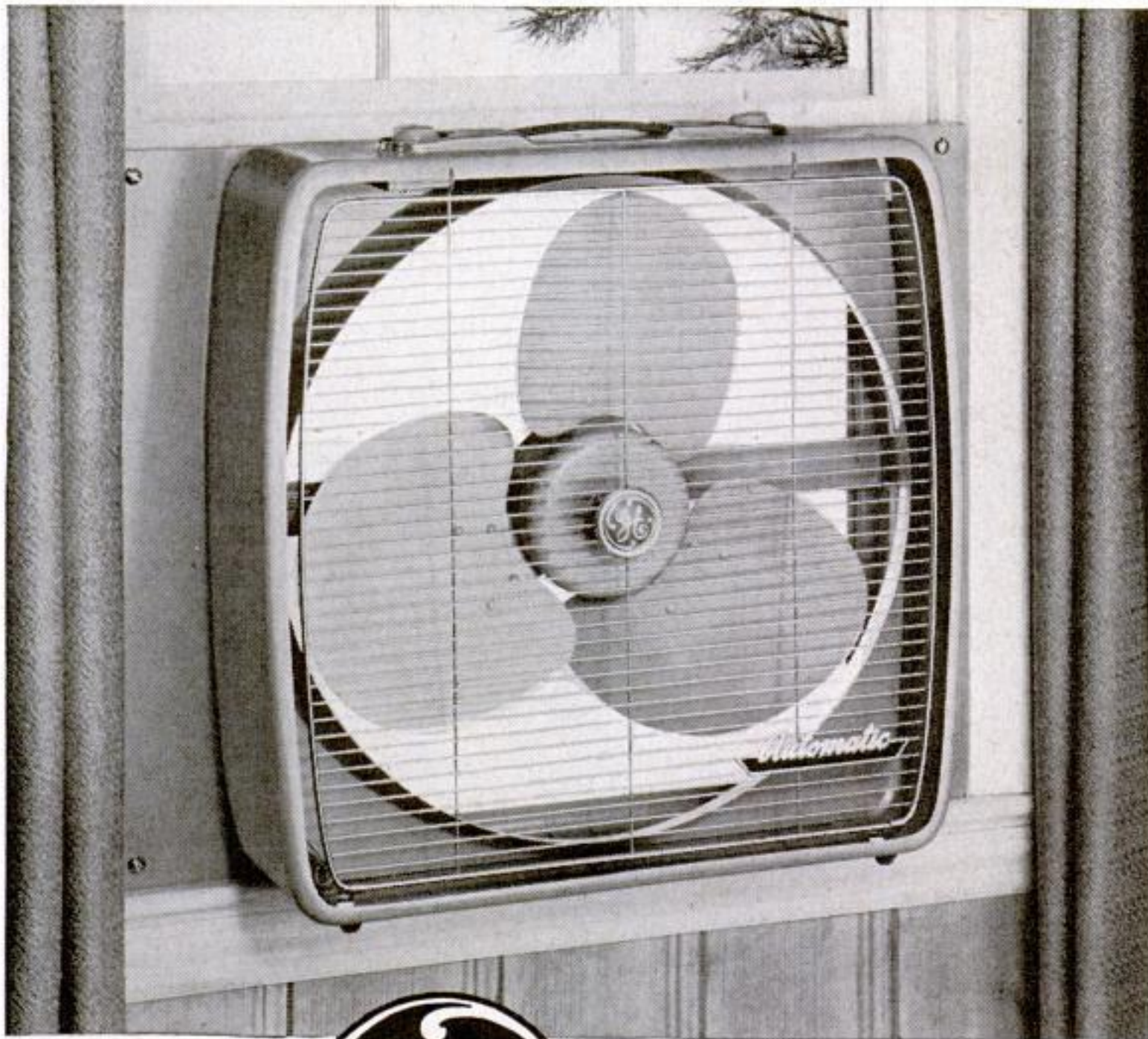
LOOKING LIKE A STARVED SQUAB, DODO THE LOVEBIRD EAGERLY NIBBLES SOME SEED. SHE HAS BEEN ILL ONLY ONCE, NOT FROM A COLD BUT A STOMACH-ACHE

A Fine, Featherless Friend

Until she was 6 months old, Dodo had every aspect of a normal African lovebird. Then she molted. But instead of growing a new coat of feathers, Dodo put out exactly three—two on her head and one on her back. Distressed at discovering Dodo denuded, her owner, Mrs. W. J. Dennis Jr. of Portland, Ore., primed her with pills, vitamin injections, hormones and even cortisone. But Dodo has remained firmly featherless.

Now 3 years old, Dodo's skin is dry and she will never grow another

coat. None of this bothers her. She preens the one feather she can reach vainly and constantly. Possessive of Mrs. Dennis, Dodo grows enraged if she pays attention to other birds in her aviary, furiously flapping her bare wings and uttering rasping shrieks. Sometimes she even takes off but plops ignominiously to the floor. Mrs. Dennis made Dodo a sweater but found her claws became hopelessly entangled in it. "I don't think she's really warm enough," says Mrs. Dennis, "but I don't think she knows it."



New!



Automatic Window Fan Gives low-cost room cooling!

G-E Automatic Window Fan turns itself ON and OFF as temperature rises or drops. Just set dial—fan does the rest.

Cools many rooms!

Powerful 20" blade sends air swirling through as many as five rooms, circulates 4,000 CFM for a more comfortable home—and with no installation charges!

Easily Reversible!

Draws cool air in—blows stuffy air out—both with maximum efficiency. Special mounting panel for easy reversing... fits wide or narrow windows.

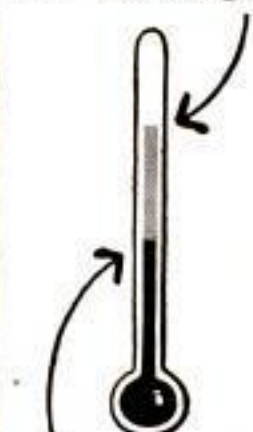
G-E Fans as low as \$17.95*

There's a G-E Fan for every cooling need—prices run as low as \$17.95. G-E Fans sell out fast when it's hot... so buy a fan today and keep cool all summer long.

*Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Connecticut.

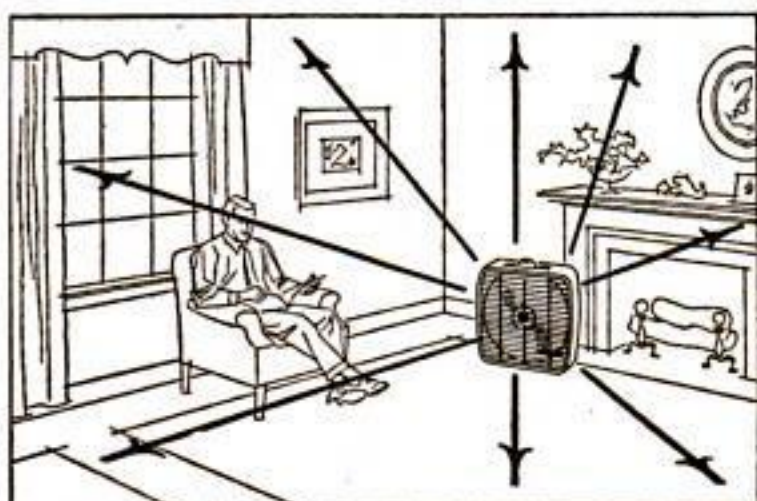
only
\$69⁹⁵*

WHEN **HOT**
FAN TURNS **ON**

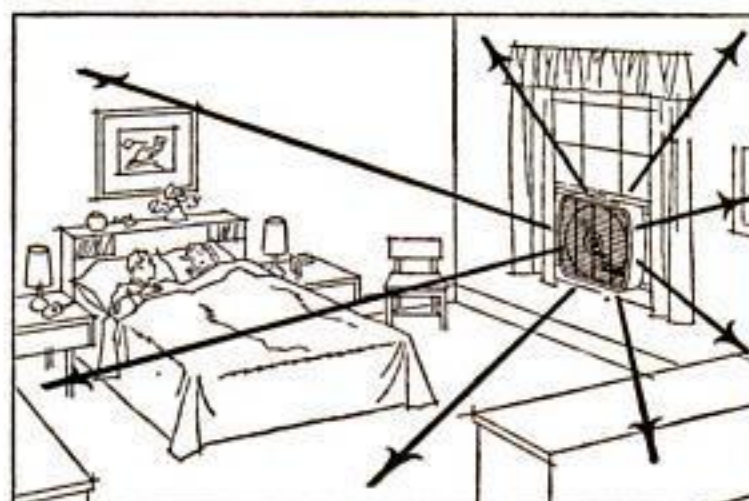


WHEN **COOL**
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IT'S PORTABLE—DOES TWO COOLING JOBS!



BY DAY—A CIRCULATOR!



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Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

FINE, FEATHERLESS FRIEND CONTINUED



CONSTANT COMPANION to Dodo is another lovebird named Bob. Dodo snuggles up to him for warmth, loudly defends him if visitors draw too near.



WARMLY WRAPPED, Dodo peers from a dish towel Mrs. Dennis uses to catch her after letting her out of her cage to run about on the living room floor.



FRIGHTENED FRITZ, the Dennis' dachshund, casts a wary eye at fearless Dodo, whose beak has accounted for several scars on Fritz's ears and tail.

Gene Kelly's **FLAVOR TIPS** for the Barbecue!

Try these Exciting New Outdoor Cooking Recipes

The main attraction of almost any barbecue is a sizzling charcoal broiled steak. Be sure your meats are always tender and delicious by using Durkee's Meat Tenderizer... baste thoroughly with Durkee's Homogenized Margarine... lightly sprinkle with Durkee's Garlic Salt and Pepper. Sear meat to keep natural juices inside—then cook. Serve with Durkee's "Gold Pack" Worcestershire Sauce.

Corn on the cob: Remove husks from corn. Brush corn with melted Durkee's Homogenized Margarine—sprinkle with salt and Durkee's Black Pepper. Wrap in freezer-weight aluminum foil... cook on grill 15 to 25 minutes, turning frequently.

Deviled Eggs (Featured by Clark's Restaurants of Cleveland): Slice hard boiled eggs in half. Add 4 tablespoons Durkee's Famous Sauce to each six egg yolks. Mix thoroughly... refill whites, garnish with Durkee's Paprika.

Potato Salad Supreme: Combine 4 cups cubed boiled potatoes, $\frac{1}{2}$ cup chopped green pepper and 2 chopped hard-boiled eggs. Add $\frac{1}{4}$ cup Durkee's Famous Sauce, $\frac{3}{4}$ cup Durkee's Mayonnaise or Whipped Salad Dressing, 2 teaspoons Durkee's Onion Salt, $\frac{1}{4}$ teaspoon Durkee's Paprika and 1 teaspoon Durkee's Celery Seed. Mix lightly and garnish with Durkee's Paprika.

SPECIAL OFFER! Attractive 20-page booklet featuring many exciting new outdoor-cooking recipe suggestions and valuable premium offers of unusual barbecue equipment.

For your copy send name and address with 10 cents in coin to cover postage and handling to "FLAVOR TIPS", P. O. Box No. 6624, Cleveland 1, Ohio.

GENE KELLY,
co-starring in M-G-M's musical
"IT'S ALWAYS FAIR WEATHER"
in CinemaScope and in color



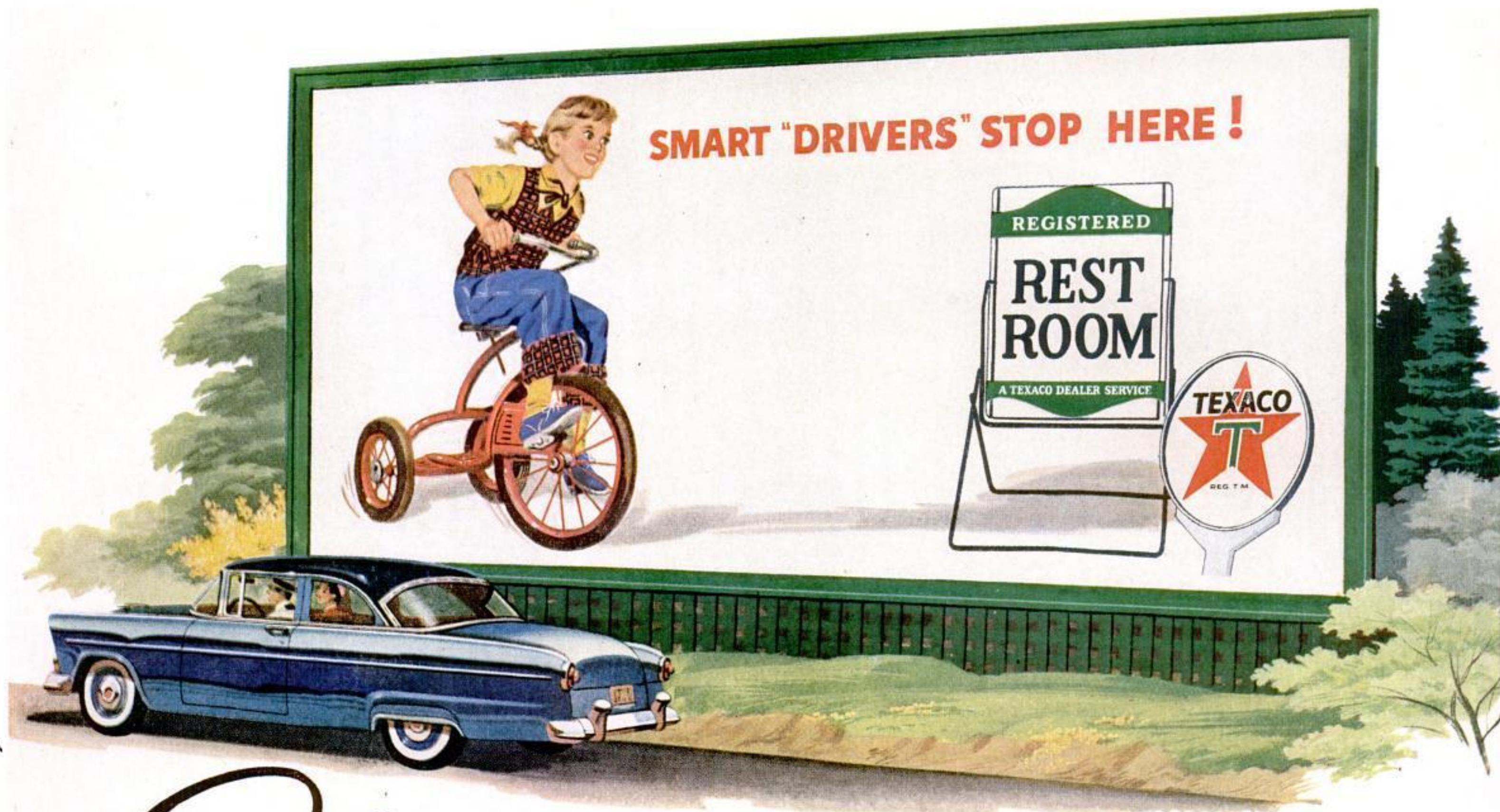


NOW! PERFECT BANANA CREAM PIE IN HALF THE TIME!

1. Make a pie shell
2. Add sliced bananas
3. Pour in creamy Jell-O Vanilla Pudding and Pie Filling
4. Sit down and enjoy it

JELL-O IS A REGISTERED TRADE-MARK
OF GENERAL FOODS CORPORATION

REG. U.S. PAT. OFF.
JELL-O
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**PUDDING and
PIE FILLING**



Clean across the country

— only Texaco Dealers offer you these services!



TOURING SERVICE all over America!

Before your trip, tell your Texaco Dealer *where* and *when* you're going and *what* you want to see. He will gladly get for you maps with routes indicated. During your trip, Texaco Dealers all along the way will add a lot to the success of your trip!



REGISTERED REST ROOMS wherever you drive!

Smart drivers stop where they see this familiar green and white sign. It is a symbol of *cleanliness* you can count on wherever you drive. Motoring families constantly write and tell us how they appreciate Registered Rest Rooms — a Texaco Dealer Service — clean across America!

THE TEXAS COMPANY



CREDIT CARD CONVENIENCE

nationwide! More than a million motorists find their Texaco National Credit Cards mighty convenient. It's the perfect way to conserve cash, and to keep track of their trips. And — it's the *only* petroleum credit card honored under *one* sign from coast to coast. Good in Canada, too — under the same sign . . . the red star with the green T.

TOP CAR PERFORMANCE coast to coast!



Texaco Dealers are one-stop car-care specialists! They have a complete line of tires, batteries and accessories. And — top petroleum products: Texaco new, *top octane* Sky Chief, supercharged with Petrox to give you more power, greater gasoline mileage, and longer engine life . . . famous Fire Chief gasoline, for lively power at *regular* gasoline prices . . . Advanced Custom-Made Havoline Motor Oil . . . Marfak chassis lubrication.



TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America



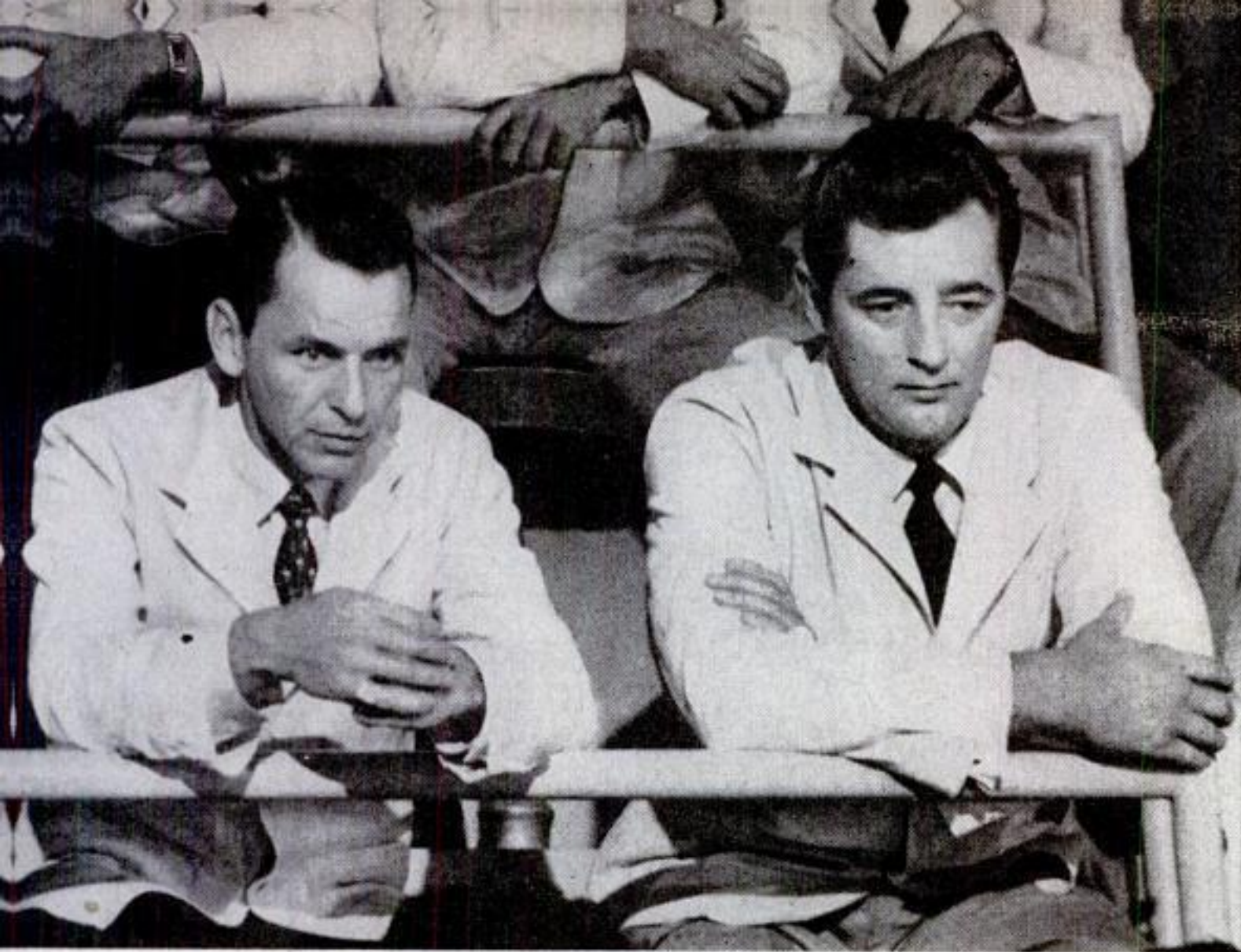
TUNE IN . . . TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE on television, Saturday nights, NBC.

A DOCTOR'S DRAMA

Movies do a clinical job on 'Not As a Stranger'

Not As a Stranger, the novel by the late Morton Thompson, is a clinical, 948-page medical love story that became the biggest selling novel since *Caine Mutiny*. It has now been made by Stanley Kramer into a clinical, two-hour movie which keeps the same basic plot as the book, the story of an idealistic doctor who uses doubtful means to gain high-minded ends.

A highly capable cast works heroically to keep up the interest in these now familiar goings-on but what really turns the trick is the same thing that did it in the book—a gruesome attention to surgical detail. Opening on an autopsy (*below*), *Stranger* moves spasmodically through one harrowing operation after another, a procedure sure to delight the vast audience that takes to medical movies as eagerly as it does medical books.



MEDICAL STUDENTS Alfred Boone and Lucas Marsh (Frank Sinatra and Robert Mitchum) lean forward to watch first autopsy from amphitheater gallery.

MEDICAL INSTRUCTOR GROVER AARONS (BRODERICK CRAWFORD) PREPARES TO PLUNGE SCALPEL INTO A CADAVER BEFORE CLASSROOM OF QUEASY STUDENTS



So Creamy So Lasting



**you'll hardly believe
your own lips!**

So creamy-soft—ummm! How wonderful to feel your lips so satin soft . . . see them with that dewy gleaming look. It's the pure SUPER-LANOLIN in Cutex that does it!

So lasting. You can depend on Cutex Lipstick to stay on hour after hour . . . faithfully keep lips rosy bright. Never leaves marks on cups or napkins. Never leaves a kissprint.

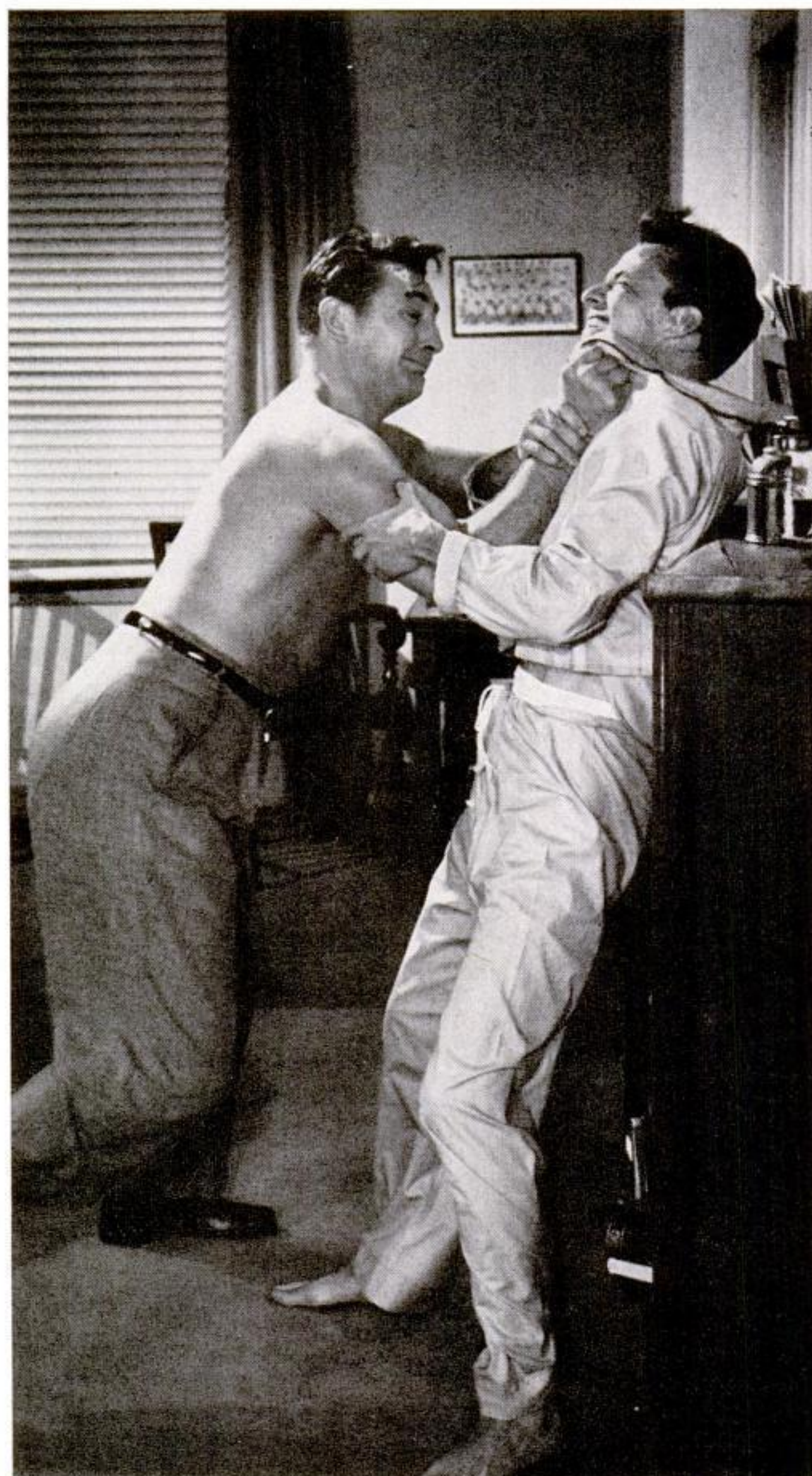
So radiant at night . . . because Cutex is based on a "night and day" formula that doesn't fade or go flat. Looks just as radiant after dark as it does all day long! Choose from every lovely fashion color!



CUTEX

NEW! Luxurious! Cutex "Gold Mesh" Case. Cutex brings you a new size, bigger than other dollar lipsticks, in the lovely "Gold Mesh" case, plated with 24 carat gold. **\$1.00.** Regular size, **59¢.** Prices plus tax.

Doctor's Drama CONTINUED



INFURIATED MED STUDENT (Robert Mitchum) lunges blindly at roommate (Frank Sinatra) when latter accuses him of trying to marry for money.



EMBATTLED INTERNE grapples with a frenzied, escaping patient. No glamorized version of medical life, *Not As a Stranger* shows it as a series of crises.

CONTINUED ON PAGE 81

*If sweet soft drinks
leave you thirsty...*

SWITCH TO ***SQUIRT***

...never an after-thirst!



*Fresh, clean taste as you drink SQUIRT...
fresh, clean taste after you drink SQUIRT!
**...and, SQUIRT has a fresh, clean
taste in mixed drinks, too!***



The syrup's the secret of heavenly homemade sundaes. Log Cabin has *real* maple flavor that comes from *real* maple sugar perfectly blended with other sugar. Try these other "June-Is-Dairy-Month" treats, too. Sodas, cake, pie or waffles à la mode—scrumptious with Log Cabin!

- SCOOP! Ice cream scoop. \$2.50 value only \$1.00 and paper seal from bottle top. Address Log Cabin, P. O. Box 88, N.Y. 12, N.Y.

Product of General Foods





WAYWARD HUSBAND, the self-centered hero starts an affair with alcoholic society widow (Gloria Grahame), unaware that his own wife is pregnant.



CONSCIENTIOUS DOCTOR, he diagnoses typhoid in patient given up as hopeless case. With wife's help as nurse he manages to pull the man through.



FORGIVING WIFE (Olivia DeHavilland) takes back husband whose blind egoism is finally shaken when he makes a fatal surgical blunder on a friend.

How old should your children be before you make plans to send them to college?



About 12 years old? Or twelve months? The answer is: the earlier you start planning, the easier it will be, financially. Some parents look into Educational Life insurance—even before the baby is a year old!

A talk with your Travelers agent will reveal a number of programs—at reasonable cost—that will provide the money for higher education. (The Travelers was one of the pioneers in the field of educational insurance.)

What if the children decide not to go to college when the time comes? Or if they want to try working their way through? *The policy can then be used for the benefit of your wife and you, or the children themselves, later on.* If you believe that your children should have a choice about going to college—and if you want to be certain that lack of funds won't keep them from it—fill in and mail the coupon below.

ONE OF THE LEADING LIFE INSURANCE COMPANIES



THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including • Life • Accident • Group • Automobile • Casualty • Fire

Please send me further information concerning Educational Life insurance.

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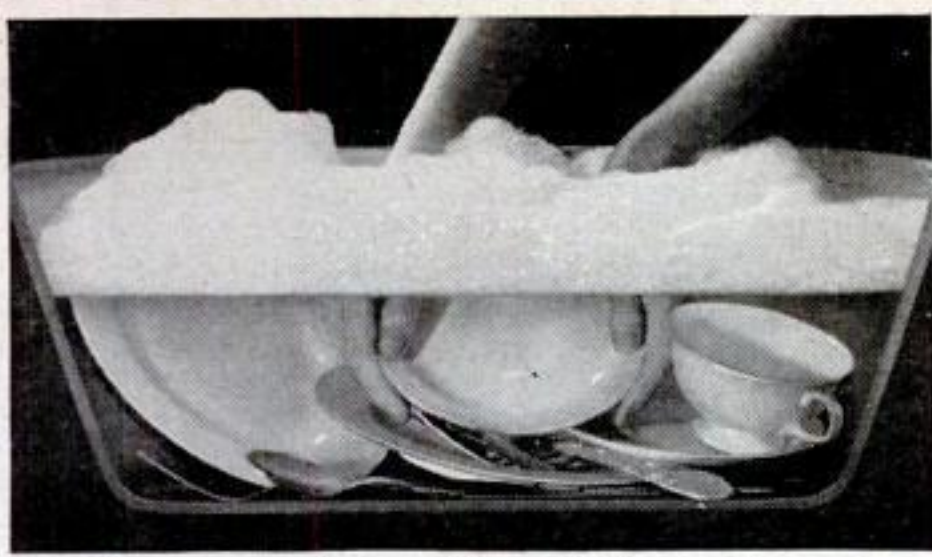
Now dishwashing can be...
ALMOST NICE!



Joy smells nice. Open up the gay bottle and notice. No laundry-room odor.

Procter & Gamble announces the greatest improvement





Ends greasy dishwashing. This underwater picture of dishwashing shows you how fresh and clear dishwater stays—with Joy.



No streaks or greasy film. Glasses and dishes dry sparkling clean right in the rack. No wiping necessary.



Gets the job done quick. Joy gets you away from the kitchen, back with the family—fast.

the New Instant JOY— in mildness...ever!

The New Instant JOY—
the famous fast-acting dishwasher—
is now the mildest possible detergent
you can buy...liquid or powder



Dishwashing still isn't fun. But New Instant JOY makes it—well, almost nice.

With new Joy, you're away from the dishpan fast. Dishes feel cleaner. Your hands stay soft and nice (it's the *mildest* possible detergent you can buy—including all leading liquids and powders). And, oh yes, the dishwater — look how fresh and clear it stays. Joy puts an end to greasy dishwashing.

So think of your hands. Think of yourself. Get new Joy, made especially for *dis* and make dishwashing almost nice. *100% Joy.*

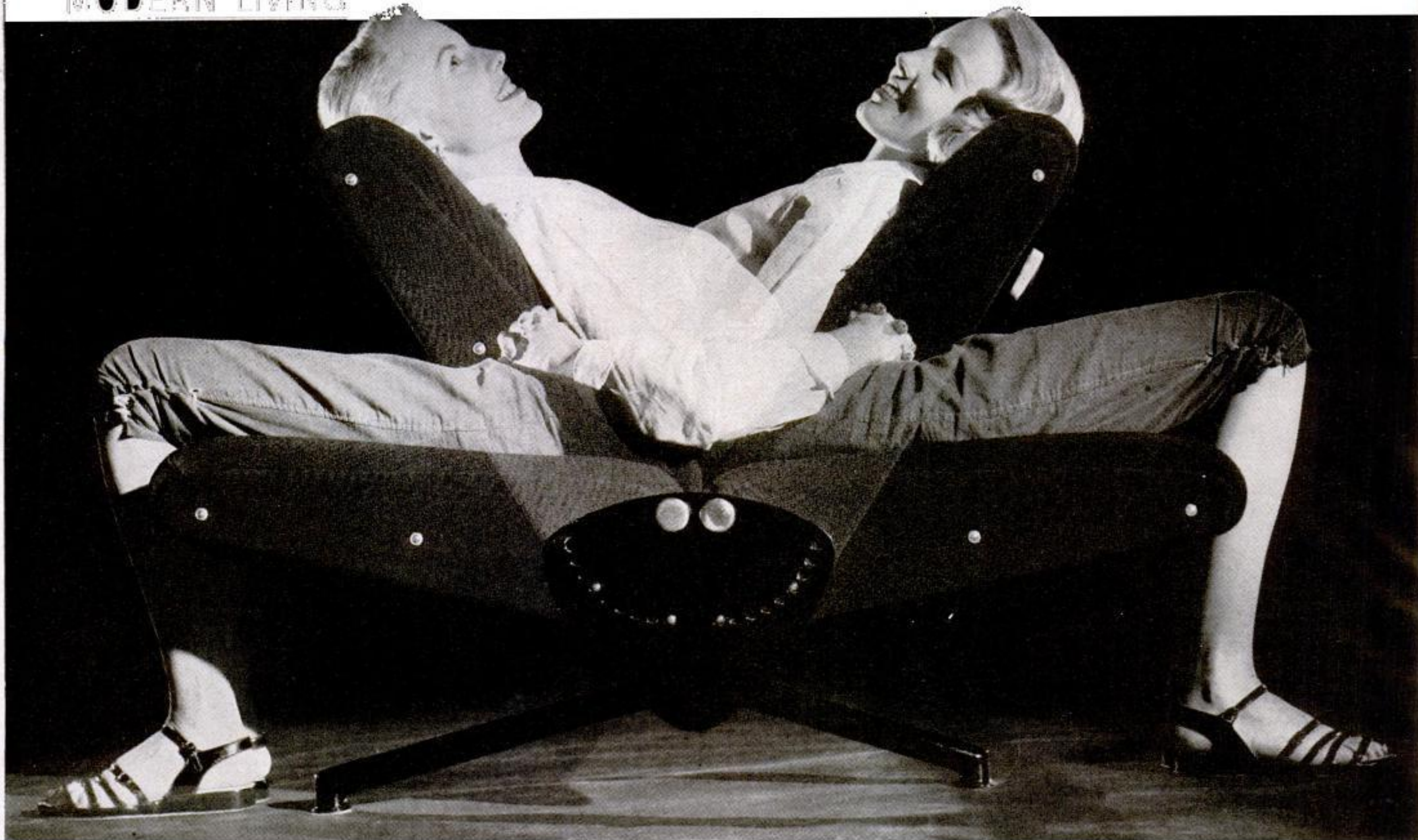


*You'll find
the new Joy
in the same
familiar carton.*



*Because it's concentrated,
one tiny capful does a big
panful.*

Penny for penny, New Instant JOY does more dishes than any other product... liquid or powder.



LOOKING IN TWO DIRECTIONS AT ONCE, LOUNGER SHOWS IN DOUBLE EXPOSURE HOW SOFA CAN FACE EITHER WALL. BRASS KNOBS AT BACK CONTROL IT



CLEAN LINES of sofa belie its tricky structure. It is 76 inches long, 33 inches high when upright.



OPENED FLAT, sofa is 45-inch-wide bed. Neat foam rubber upholstery smooths center division.

Two-faced Sofa

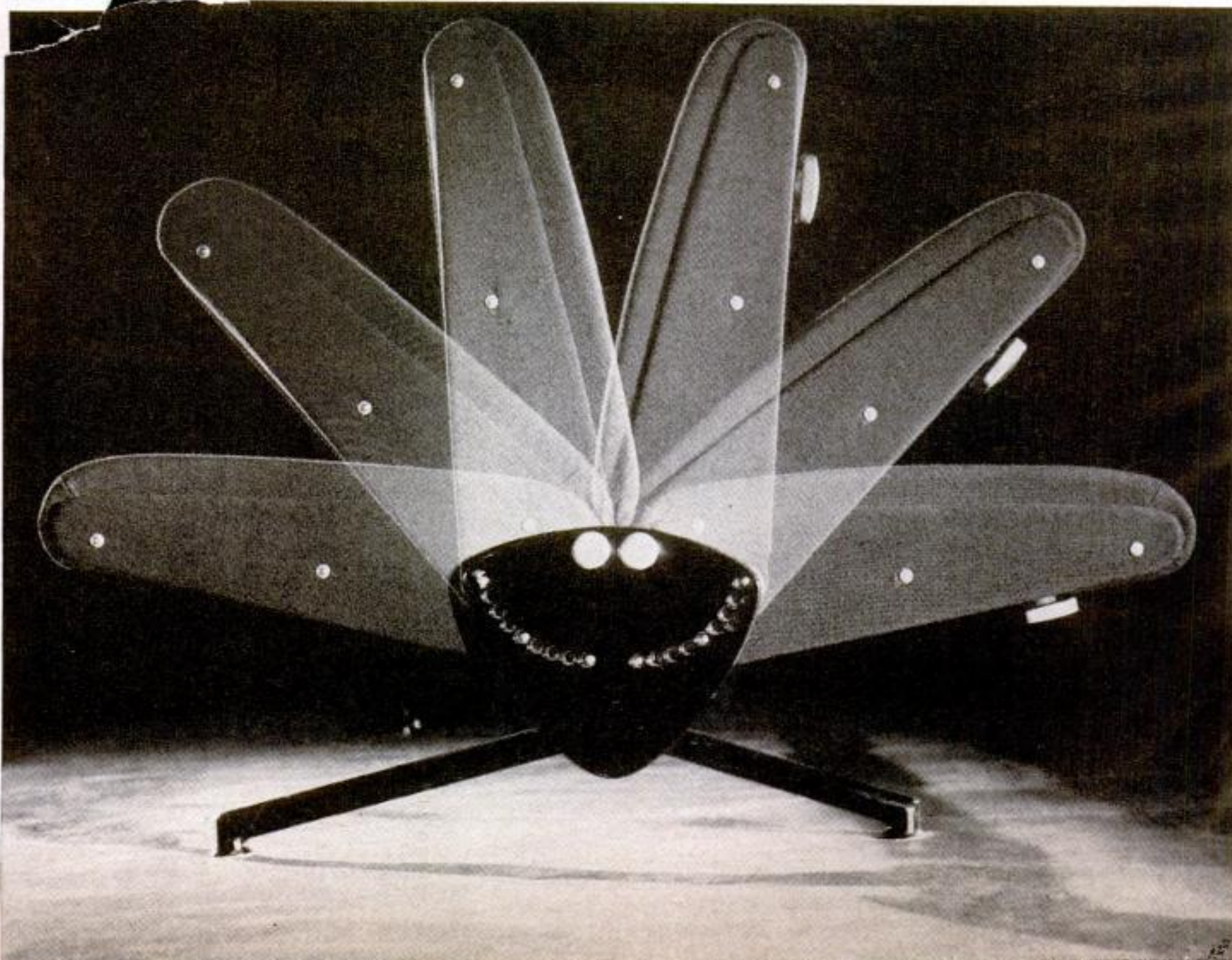
NEW ITALIAN DESIGN DOES QUICK TRICKS

The sofa which is shown being two-faced above is the most radical innovation in adjustable sitting comfort since William Morris made his famous Morris chair 90 years ago. By turning a knob, the back shifts to nine positions ranging from straight up to completely flat. Another knob shifts the seat through nine positions. The seat thus can become the back and the back become the seat. Without being moved, the sofa can face a fireplace on one wall or, with a twist of the knob, be reversed to face a television set on the opposite wall.

Since both the back and the seat flatten out, the sofa can also double as a bed.

The sofa's cover, equipped with concealed slide fasteners, is removable, making it possible to have a dark cover for winter, a light one for summer. Designed by Tecno, the sofa won a diploma of honor at last year's Triennale show in Milan, where the best designs from all over the world are exhibited every three years. Imported by M. Singer & Sons and shown to the public on this page for the first time in the U.S., it will sell initially for about \$500.

BUGLIKE EFFECT IS SOFA IN TRIPLE-EXPOSURE PICTURE TAKEN AS BACK AND SEAT CHANGE ROLES



There'll be plenty of *action* this weekend...



...and you can get it all with your

Brownie Movie Camera

only \$37⁵⁰

Thousands say this is the simplest, surest personal movie camera ever made. With it, folks everywhere are already enjoying family movies.

The Brownie has just *one* simple setting to make—then aim, press the button and you're making movies! Capturing your family good times in all their *action* . . . all their *color* . . . as only movies can.

And don't let the low price of the

Brownie fool you, either. New simplified design, plus the Brownie's great popularity, helps us keep costs down. The Brownie is *all* camera, handsomely and ruggedly constructed for years of happy service.

Ask your dealer to show you the Brownie Movie Camera soon. (Or send coupon for free booklet.) And ask him about convenient terms, too. Most Kodak dealers offer them.



Low film cost—The Brownie uses standard amateur 8mm color film. A single roll at only \$3.75 gives you 30 to 40 scenes, each as long as the average newsreel shot—enough to capture the highlights of a whole weekend.

Shows movies, "stills," reverse action—See the companion Brownie Movie Projector. Brilliant f/1.6 lens shows all 8mm movies, fills 3-foot-wide screen at 13 feet. A single control projects "stills," reverses action for comedy effects, rewinds—features otherwise found only in projectors at almost *twice* its price. Lubricated for life. \$62.



Prices include Federal Tax and are subject to change without notice.

Eastman Kodak Company, Rochester 4, N. Y.

Department 6:

Please send me your free illustrated booklet, "How to Choose and Use your Movie Outfit."

Name _____

Street _____

City _____ Zone _____ State _____

My regular Kodak dealer is { _____

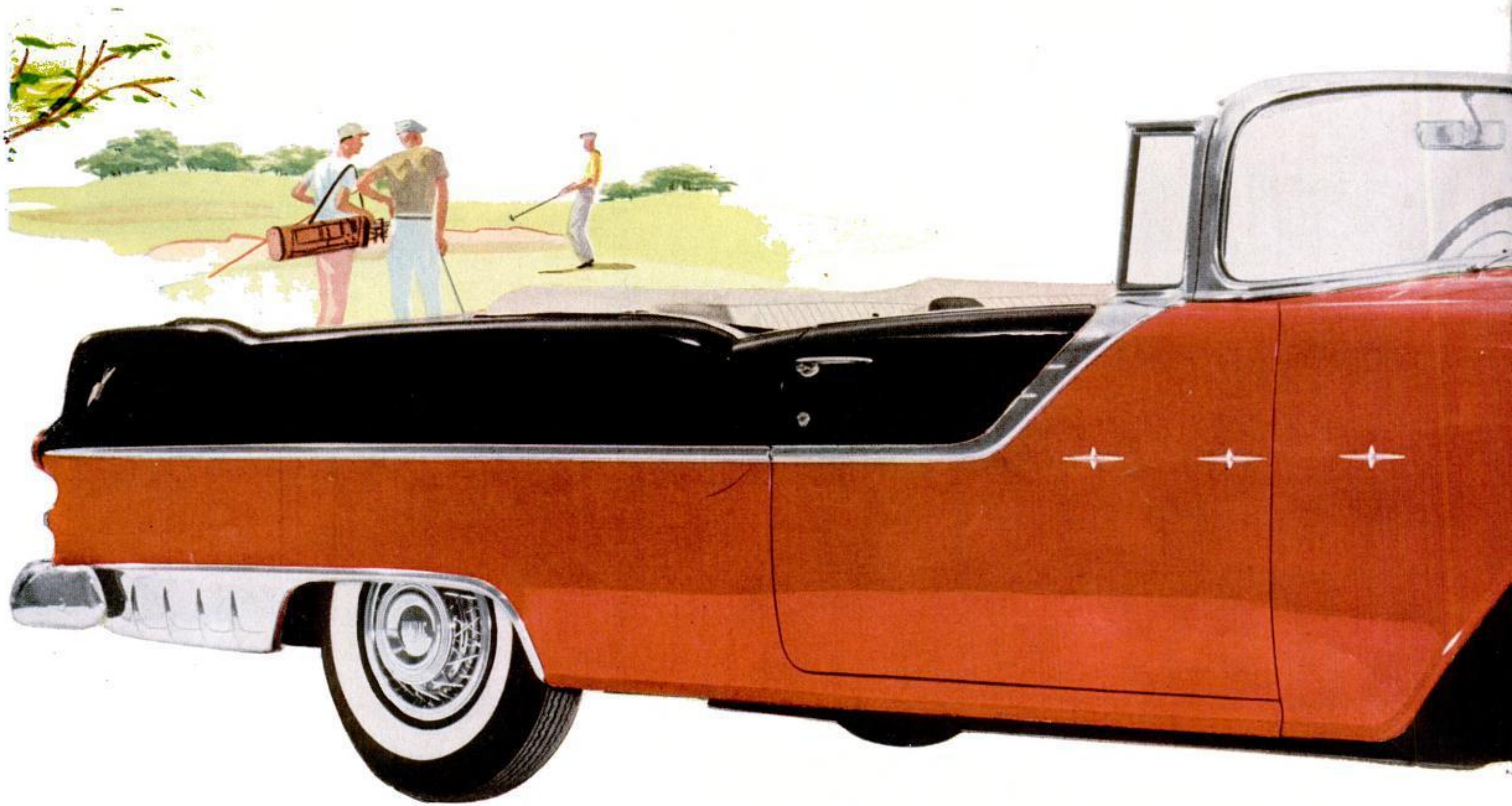


Kodak

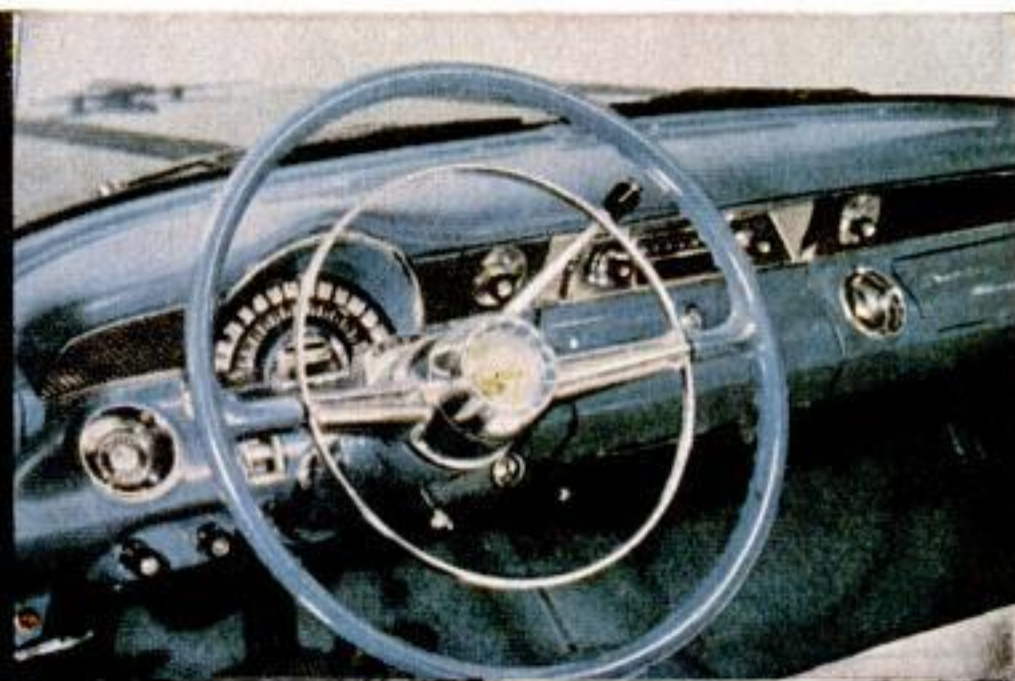
— a trade-mark since 1888

SEE "KODAK REQUEST PERFORMANCE". . . WEDNESDAY EVENINGS—NBC-TV

Style-Setting Beauty....Pace-



...and Record-Setting



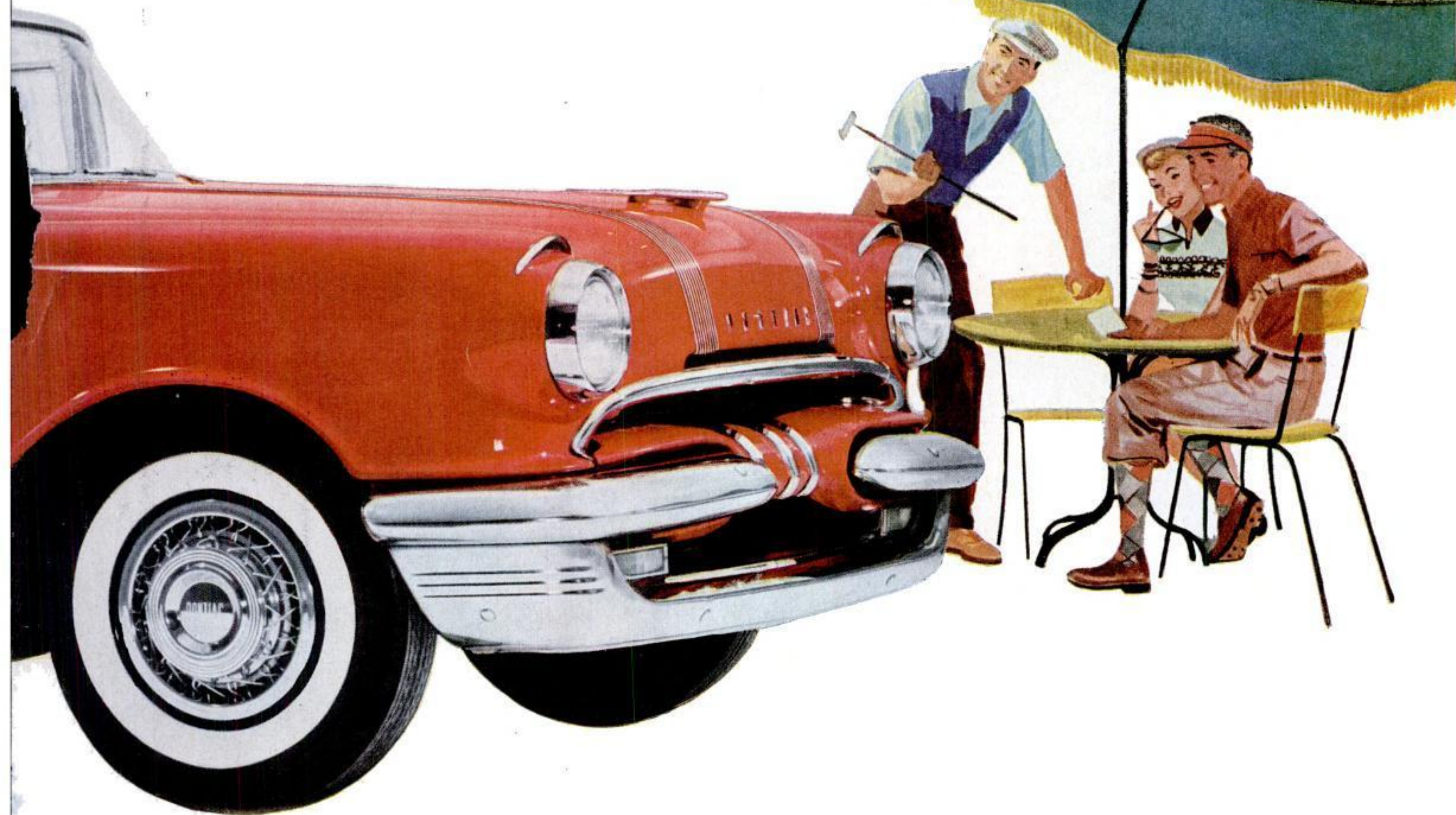
There is simply no mistaking a new Pontiac! Of all the cars on the road today Pontiac is the one instantly recognized everywhere because it's distinctively beautiful. Pontiac's famous Silver Streak styling and exclusive new Vogue Two-Toning have been designed to stay young for years. And you'll agree that's important—for your pride today and also for your resale value when you trade again.

Of course you want the finest in automatic transmissions, and Pontiac has it in Dual-Range Hydra-Matic. Naturally you would like the modern driving ease of Power Brakes and Power Steering. Well, you can easily have them! Pontiac's very modest price makes it possible for you to add these extra cost options and still pay less than the price of many, many cars without these modern conveniences!

Here's the secret of Pontiac's sensational performance—the all-new Strato-Streak V-8—most modern and efficient power plant in the industry with a built-in reputation for durability and economy. Standard with all three lines of Pontiacs, the Strato-Streak V-8 delivers 180 horsepower and moves you up to 200 blazing horsepower with the four-barrel carburetor, optional at low extra cost.

SEE YOUR NEAREST PONTIAC DEALER

Setting Power



Value!

How do you describe a car like this magnificent new Pontiac—with all the wonderful things it offers?

Well, the best way to do it is with your eyes, your hands at the wheel and your foot on the accelerator! Come on in and drive a Pontiac, then pose it in your driveway.

Here are some of the things you will learn:

You will learn that you are in control of the most modern, most efficient, high-horsepower, high-compression engine on the road. You will learn that this means brilliant performance and alertness in traffic—and the easiest, smoothest

miles you ever knew rolling down the open road.

Your whole body—and your peace of mind—will tell you what it means to be driving a big, solid car—with a long 122" or 124" wheelbase.

When you pull up in your own neighborhood, you'll know what it means to be seen in a new Pontiac—the one really new car instantly recognized and admired everywhere!

Then come on in and we'll give you another important bit of knowledge: The fact that you can own a Pontiac at a cost less than many models of the lowest-priced cars!

Go Modern
... Go

Pontiac





THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.



HELD BY CLASSMATES, A LAKE WASHINGTON HIGH SCHOOL SENIOR PRESSES IMPRINT OF HIS HAND IN WET CEMENT OF SCHOOL'S GRADUATION WALK

SAFE SENIORS

Parents arrange a lively all-night party
to keep the graduating class in hand

In Kirkland, Wash. the parents of Lake Washington High School seniors have found that the surest way to keep a sensible rein on the jubilant graduates on commencement night is to keep them going until they drop. When the diplomas were all handed out, this year's 162 seniors imprinted their names in fresh cement. Then they were herded to a late movie and an even later boat ride on Lake Washington and Puget Sound. After dancing through the night and breakfasting in Seattle, the seniors, bleary-eyed but safe, got home at 7:10 a.m. The cost to parents for the children's fun—and their own peace of mind—was a reasonable \$10 per senior.

MORNING AFTER GRADUATION, THE NAMES OF '55 CLASS COVER CEMENT. STARTED BY '54 SENIORS, WALK WILL LEAD FROM SCHOOL TO FOOTBALL FIELD



Tek[®] De Luxe

Two
59¢
tooth
brushes
—
\$1.18
value

2 for 79¢



A quality product of
Johnson & Johnson

RIDING OUT GRADUATION



LADLING PUNCH made of fruit juice and soda, a posturing senior serves classmates. For a showy party send-off, firemen bathed dock with floodlights.



ESCAPING THE CROWD, two excursionists sit on bridge during ride across Lake Washington. Boat carried class through locks to Puget Sound.



DANCING AT DAWN on the boat deck, jitterbugging girls try to keep flagging party spirit alive as the excursion boat heads back from run in sound.

CONTINUED ON NEXT PAGE



Tek De Luxe VACATION SALE

Save 39¢ on this combination of two 59¢ Tek De Luxe tooth brushes (full \$1.18 value) for only 79¢. Choice of hard or medium bristle. Get this thrifty combination today . . . for every member of your family! Sale ends August 31, 1955.

Tek-Hughes, WATERVLIET, NEW YORK

A *beautiful* WAY
TO KEEP COOL
Vornado®

THE AIR CIRCULATOR THAT
COMBINES MODERN
STYLING WITH
MAXIMUM EFFICIENCY



Tilt the Turnabout
head down for
direct circulation.



Vornado's strikingly new table top air circulator adds beauty and cooling comfort to both homes and offices. The Turnabout head can be turned up for gentle all around circulation or turned down to provide directional circulation.

It has the famous Vornado twin injector cones and deep pitched propeller for high performance. Has three speeds, and is extremely quiet in operation.

See this beautiful new air circulator today!

Over
7,000,000
Satisfied Users
of Vornado
Products



products of **THE O. A. SUTTON CORPORATION**
WICHITA, KANSAS

SPECIALISTS IN THE MANUFACTURING OF COMFORT COOLING APPLIANCES
Distributed in Canada by The Easy Washing Machine Co., Ltd., Toronto 10, Canada

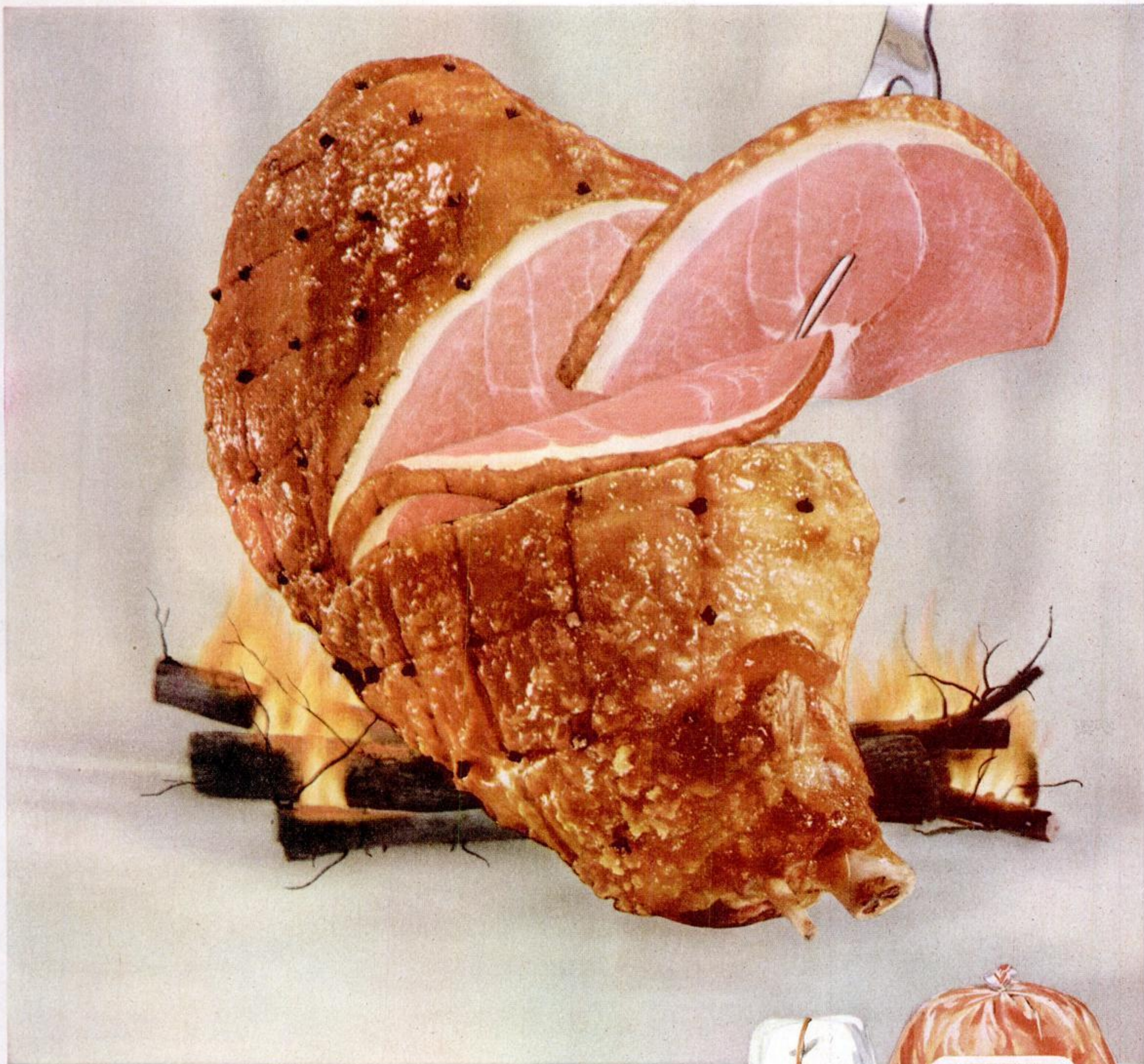
SAFE SENIORS CONTINUED



FIGHTING SLEEP, Mr. and Mrs. Tom Brown of parents' committee sit nodding in the early morning sunlight as still peppy graduates dance on the deck.



FAST ASLEEP after stopping at a wharfside restaurant for ham and eggs, spent students slump on the boat's benches on homeward leg of the outing.



Each tender slice is sweeter!

Armour Star Ham is smoked over fragrant Hickory wood!

It's the sweetest-smelling smoke in the world! And what a delicate new flavor it gives this ham.

First, we choose only the best hams to carry the Armour label. We trim them, so you get more *real ham* per pound. Then they're sugar-cured, completely and uniformly throughout.

Finally—and this is the special touch—each Armour Star Ham is slowly smoked over hickory and hard-wood fires. So the fragrant hickory smoke mingles in with the delicious meat itself.

Try one soon. Think of sweet hickory smoke . . . and you'll think of Armour Star Ham.

Some prefer the new Armour Star skinless, shankless ham—it's easier to carve.



You know it's good!

**ARMOUR
STAR**

The Armour Star label is one of
the world's great guarantees!



Easiest way to pack a picnic



EVERYTHING FROM DEVILED EGGS TO SALAD can be quickly and safely wrapped in tight-clinging Saran Wrap. Lets you pack so many different

foods—even juicy lattice-top cherry pie—because it's moisture-proof. Keeps foods fresh so long—so easily. Prevents odor trading.

wrap it in **SARAN WRAP**

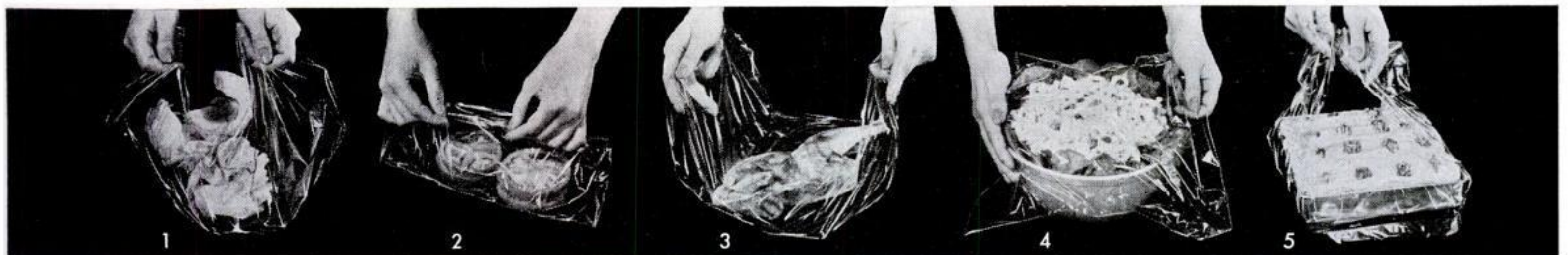
Easiest Way to wrap so *many* things! Make sparkling Saran Wrap your constant summertime companion! This remarkable wrap forms a trim, crystal-clear package instantly—clings by itself without string or rubber bands. So easy to use! And so protective—it's moisture-proof.

Keep a roll or two on hand at all times. It's the world's most useful wrap!

Just use your imagination...

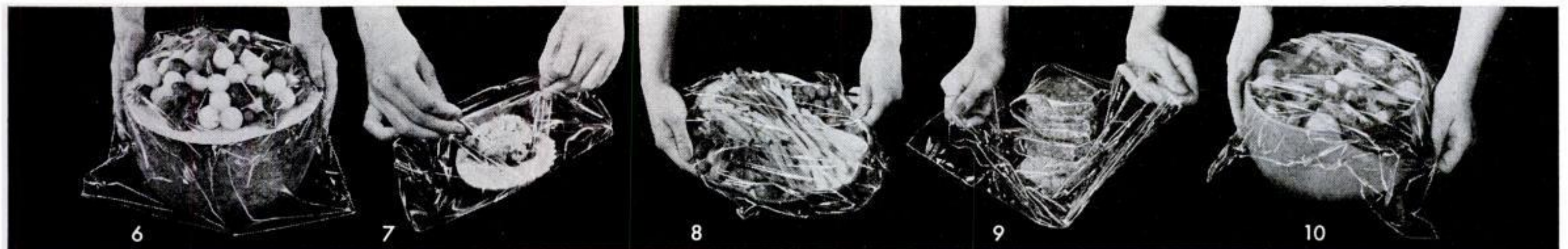
SARAN WRAP

does the rest



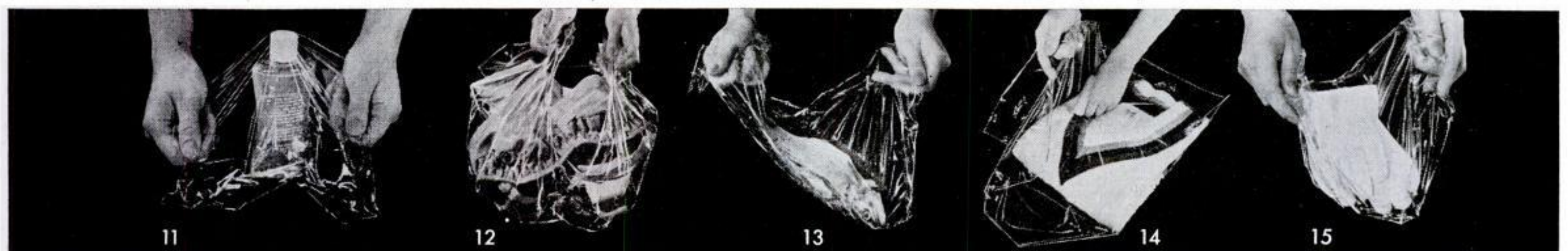
Make picnic sandwiches on the spot. They'll taste so much better! Lettuce (1) stays crisp, tomatoes (2) stay juicy when wrapped in moisture-proof Saran Wrap. Cheese, sardines, fish spreads, buttered bread—all stay fresh and tempting without trading odors. *Win welcome praise for unusual dishes such*

as chicken (3) that you've pre-soaked in your favorite barbecue sauce. So easy to pack with Saran Wrap—holds the moisture in. Macaroni, potato and other moist salads (4) won't dry out, either. *Your favorite cake rates special care (5).* Treat it to moisture-proof protection in Saran Wrap.



Try these timesavers! Fruit bowls (6), crabmeat salad (7), relish trays (8) and many other summer treats can be prepared ahead of time—and kept fresh in Saran Wrap, ready for serving at a moment's notice. Stacks of hamburger patties (9), too, can be made and stored in your refrigerator freezer—ready

for grilling at any time. Saran Wrap gives them extra moisture-proof protection—and keeps each patty neatly separated at the same time! *Escape the heat!* Prepare your potluck dish (10) on a cool morning—keep it fresh in Saran Wrap. Prettiest, safest way to carry it.



Take Saran Wrap to the beach. Protects your suntan lotion (11) and other spillables. And makes a handy wrap for wet bathing suits (12). *Take it along on your fishing trip*—and wrap your catch in it (13)! Saran Wrap holds the freshness and the odor in. *Wrap your woolens in it.* Saran Wrap forms a tight,

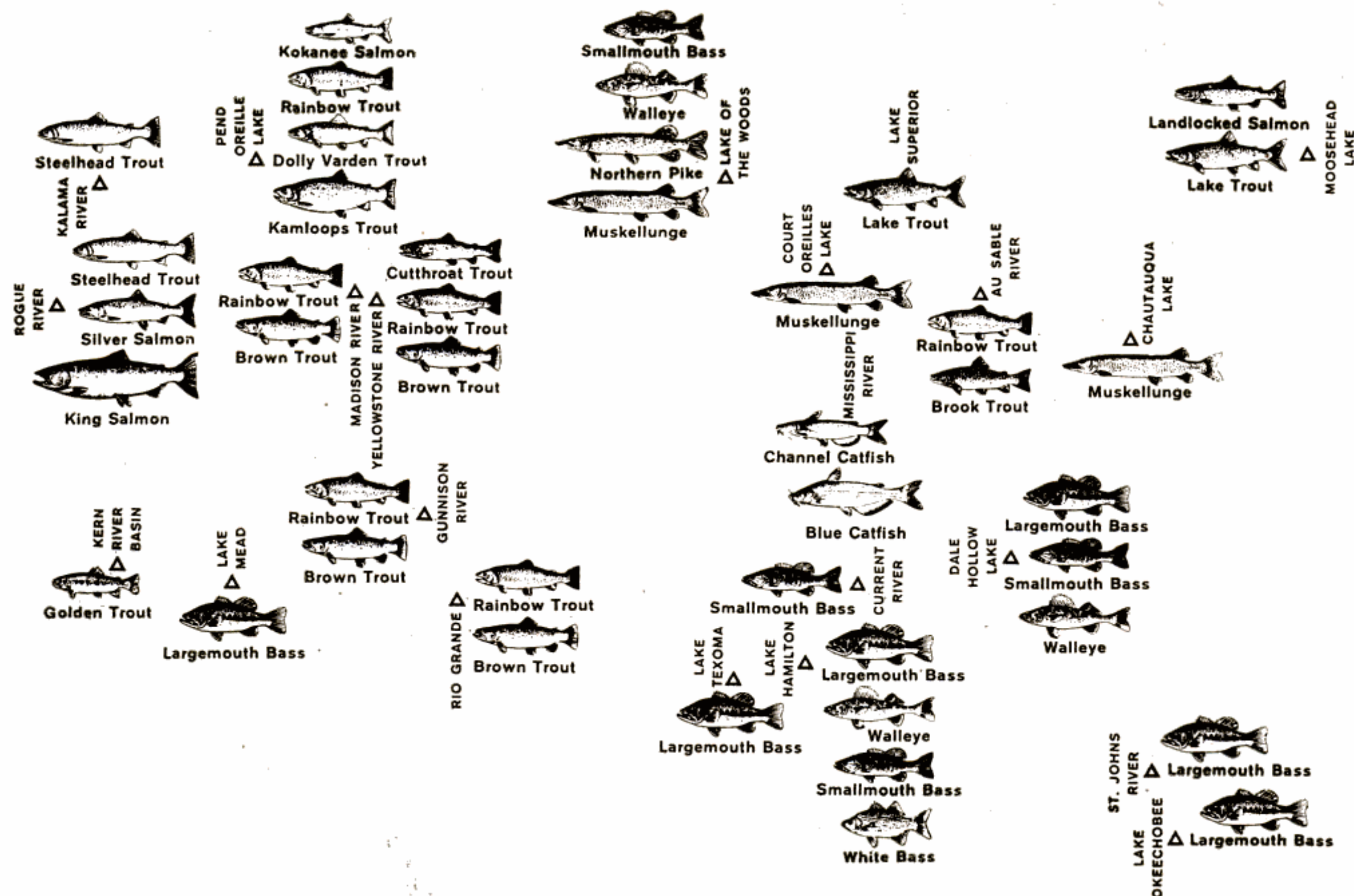
neat package that keeps moths out. Protects blankets, sweaters, scarves, dresses, other woolens (14). *Need a spare?* Tuck an extra pair of white gloves (15) in your purse. Saran Wrap will keep them clean. Makes a handy package for those extra nylons, too—protects them against snags.

Saran Wrap is a product of THE DOW CHEMICAL COMPANY, Midland, Michigan. Also available in Canada.

Don't miss the award-winning TV Program MEDIC, Monday nights, NBC-TV

- world's most useful wrap!





FAMOUS U.S. FISHING SPOTS—and the fish that made them so—are shown on the map above. Fishing varies in different areas from year to year, but LIFE

correspondents throughout the U.S., checking on local conditions, report that in most of the places on this map the fishing this year is good to excellent.

AMERICA'S FAVORITE FRESH-WATER GAME FISH

An authoritative album shows the 73 which are most sought and most caught

The broad face of the U.S., bounded by oceans, lined by rivers and dotted with inland lakes, can boast a greater variety of fresh-water game fish than any other country in the world. And today, despite the serious effects of pollution, deforestation and intensive fishing, the fresh-water fish population is larger than at any time in U.S. history.

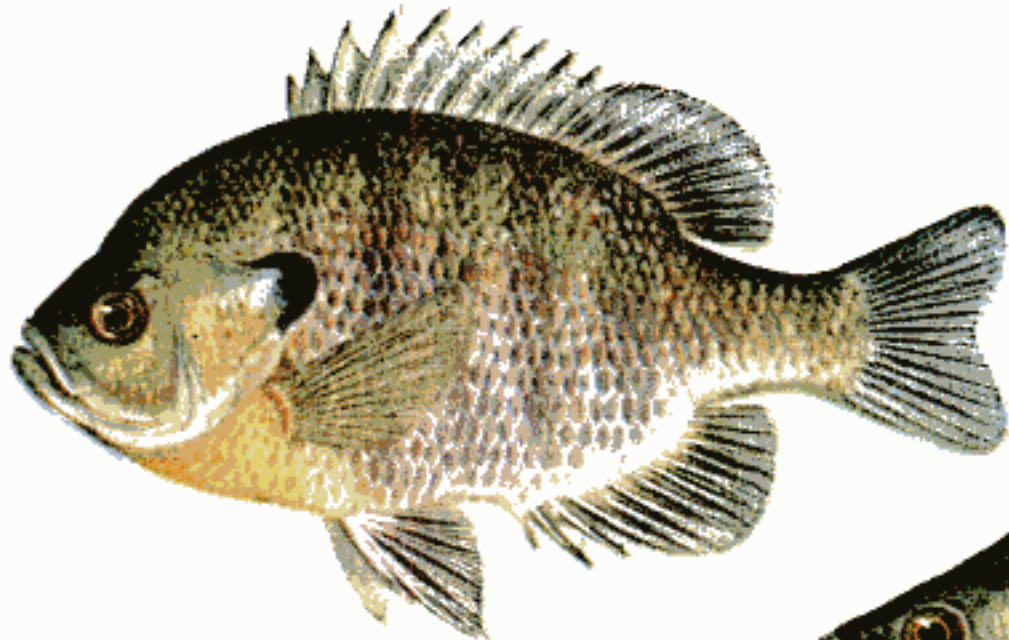
The great variety of game fish is at once a boon and a bane to American sport fishermen. Many of them do not know one species from another. This not only diminishes a fisherman's fun but also leads to embarrassment when he tries to verify his claims and finds that the nine-pound brook trout he thought he caught turns out to be a whitefish. To help these fishermen recognize their catch, LIFE commissioned Maynard Reece, a noted wildlife artist, to paint 73 of the most important U.S. fresh-water game fish just as they appear when the fisherman pulls his catch out of the water. The album on these pages shows the most-sought and the most-caught kinds.

For the variety of its fish the U.S. must thank its natural endowment of water and mild climate. For the quantity it must credit its tremendous programs of conservation, construction, stocking and transplanting. The first restricts fishing and tries to balance fish population and food supply. The second builds dams and reservoirs

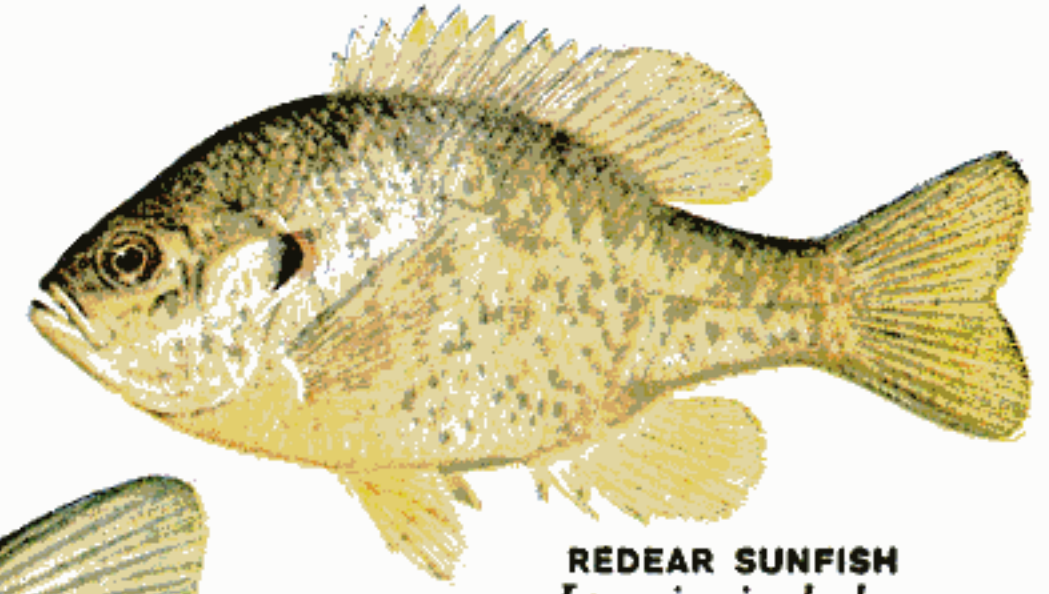
for power, flood control, water supply and thereby provides new fish habitat—near some of the TVA dams, for instance, the fishing is phenomenal. Under the stocking and transplanting programs hundreds of millions of fry, fingerlings and legal-sized fish are placed in streams and lakes annually. In New York State's Chautauqua County alone more than five million musky fry have been planted this year.

Keeping pace with the fabulous growth in U.S. fish population has been the swift increase in the number of U.S. sports fishermen which now stands at 30 million. Their cash outlay for indulgence in the sport is estimated at a billion dollars a year, a figure not including the untold bribes paid to wives left behind. Artist Reece is himself one of these 30 million and the assignment to do these paintings took him to fishing places all over the country. He traveled 20,000 miles in seven months, painted the fish on these pages from just-caught live specimens. This was essential because fish lose their natural color if kept for any length of time in an aquarium. Assisted all across the country by federal and state fish and game authorities, Reece caught a few of the fish he portrayed. But he released all of his subjects. "They were put back in the water," he says, "with nothing worse than a modeling experience in their background."

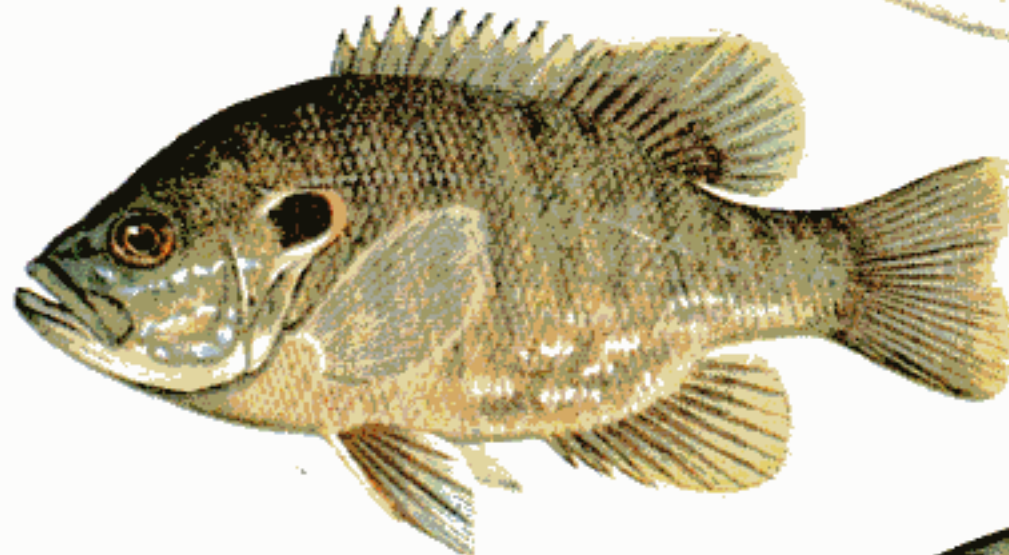
SUNFISH FAMILY



BLUEGILL
Lepomis macrochirus



REDEAR SUNFISH
Lepomis microlophus



GREEN SUNFISH
Lepomis cyanellus



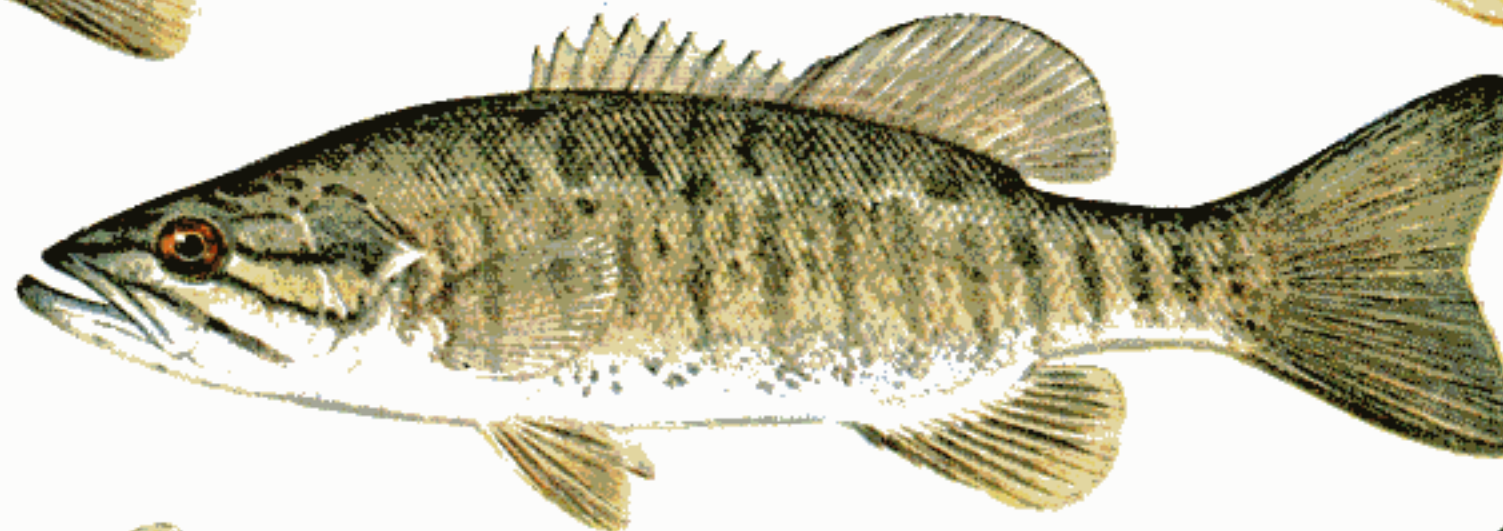
LARGEMOUTH BASS
Micropterus salmoides



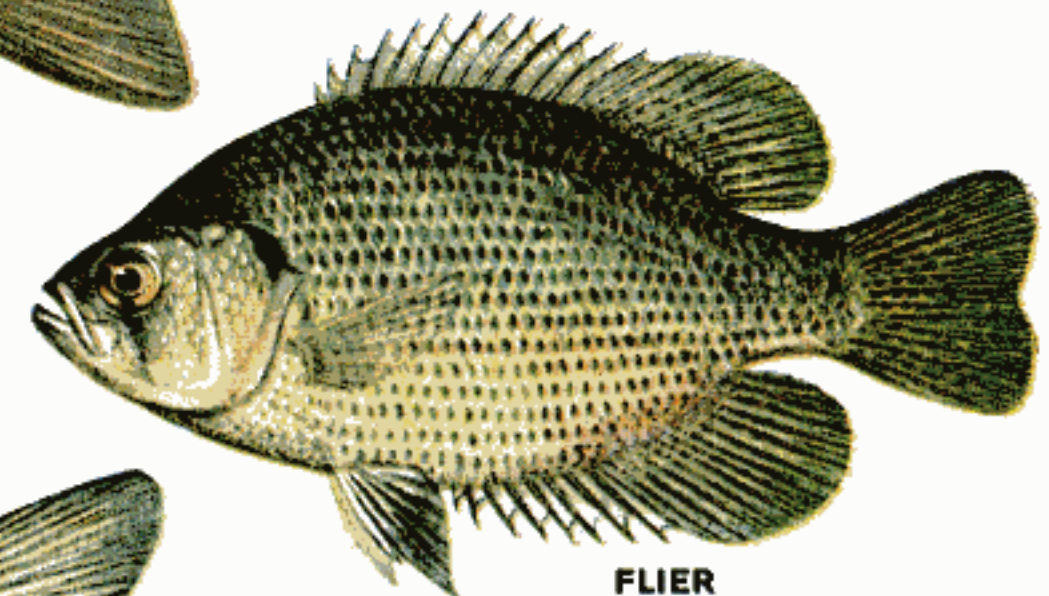
REDBREAST SUNFISH
Lepomis auritus



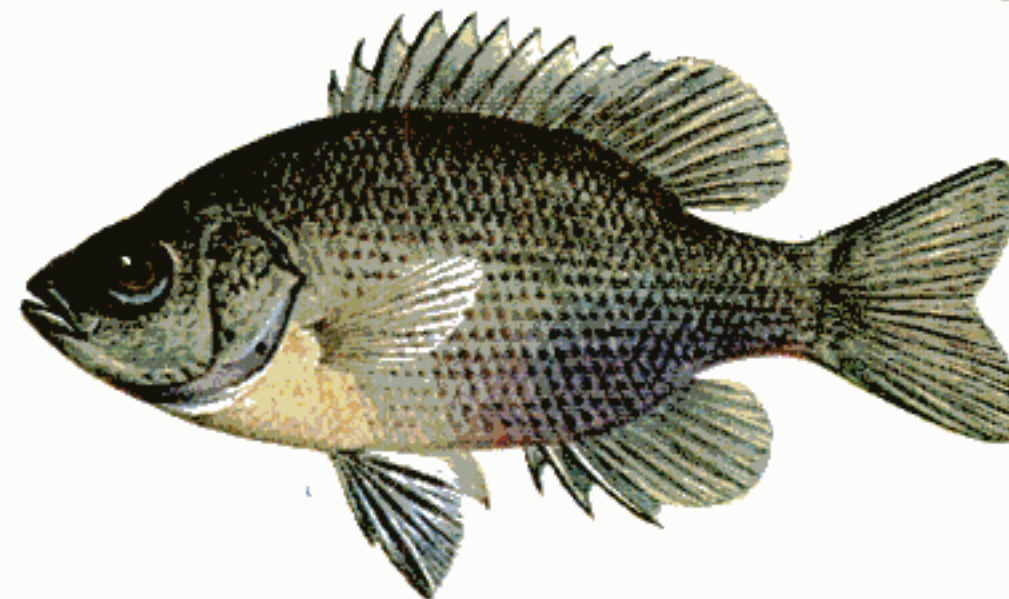
PUMPKINSEED
Lepomis gibbosus



SMALLMOUTH BASS
Micropterus dolomieu



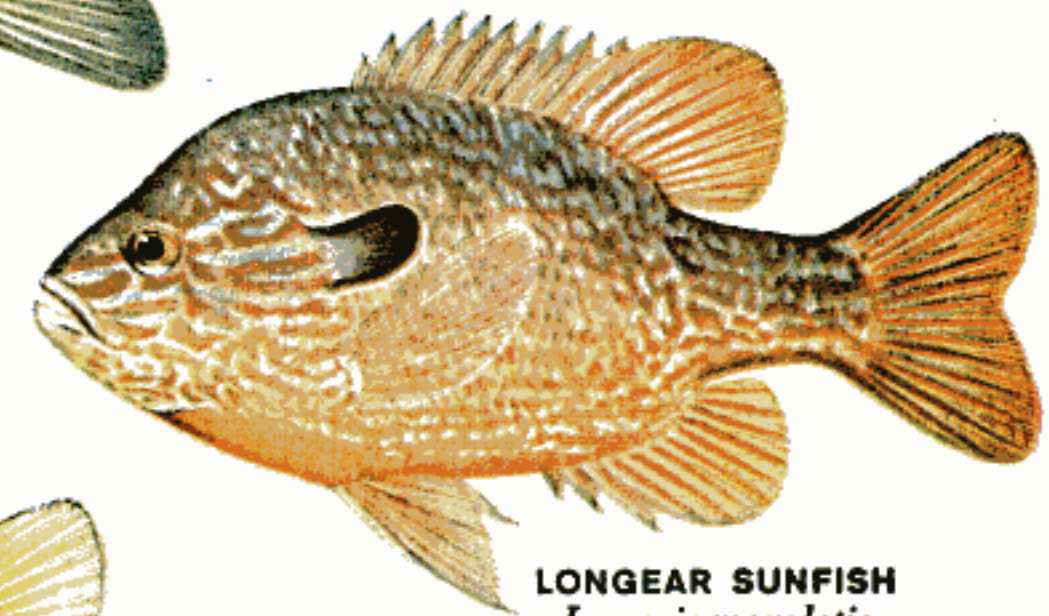
FLIER
Centrarchus macropterus



SPOTTED SUNFISH
Lepomis punctatus



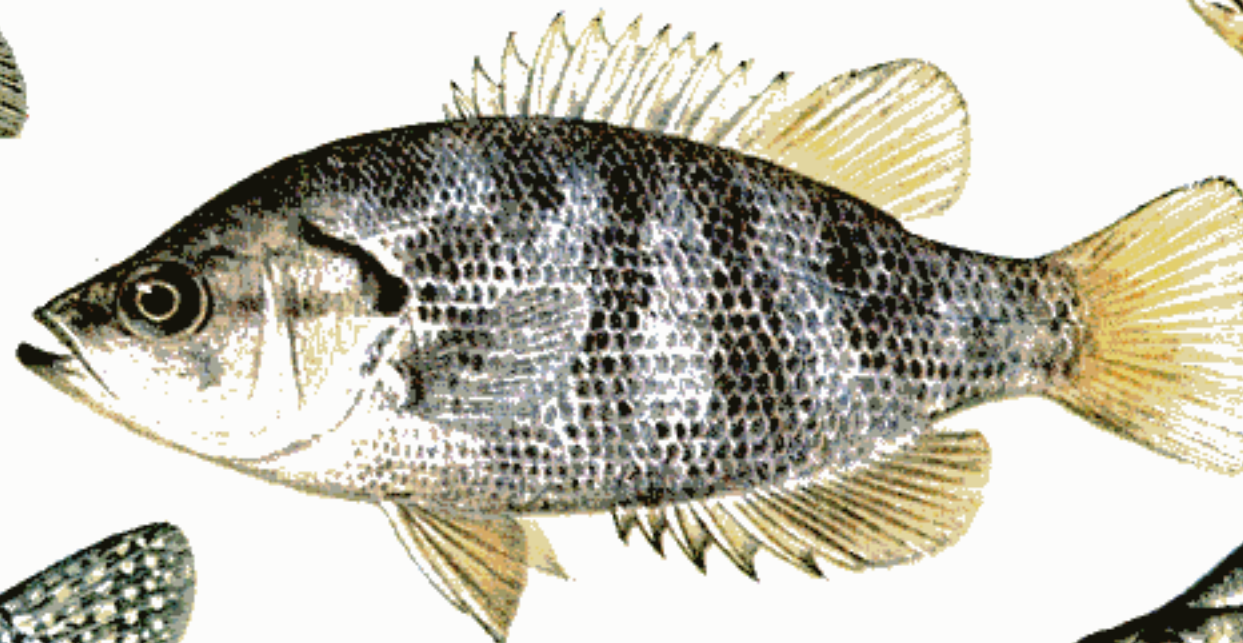
SPOTTED BASS
Micropterus punctulatus



LONGEAR SUNFISH
Lepomis megalotis



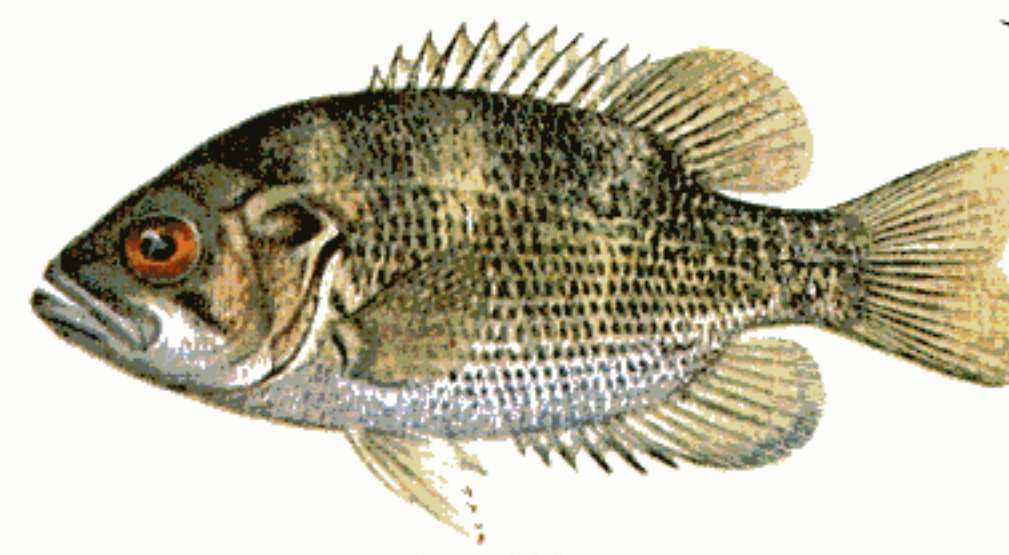
BLACK CRAPPIE
Pomoxis nigromaculatus



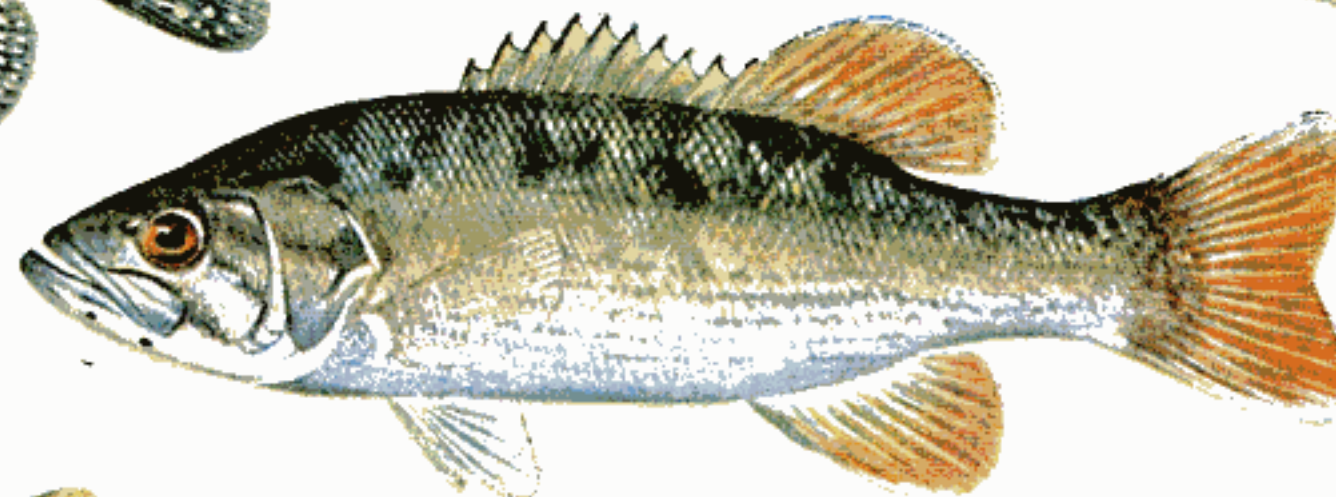
SACRAMENTO PERCH
Archoplites interruptus



WHITE CRAPPIE
Pomoxis annularis



ROCK BASS
Ambloplites rupestris

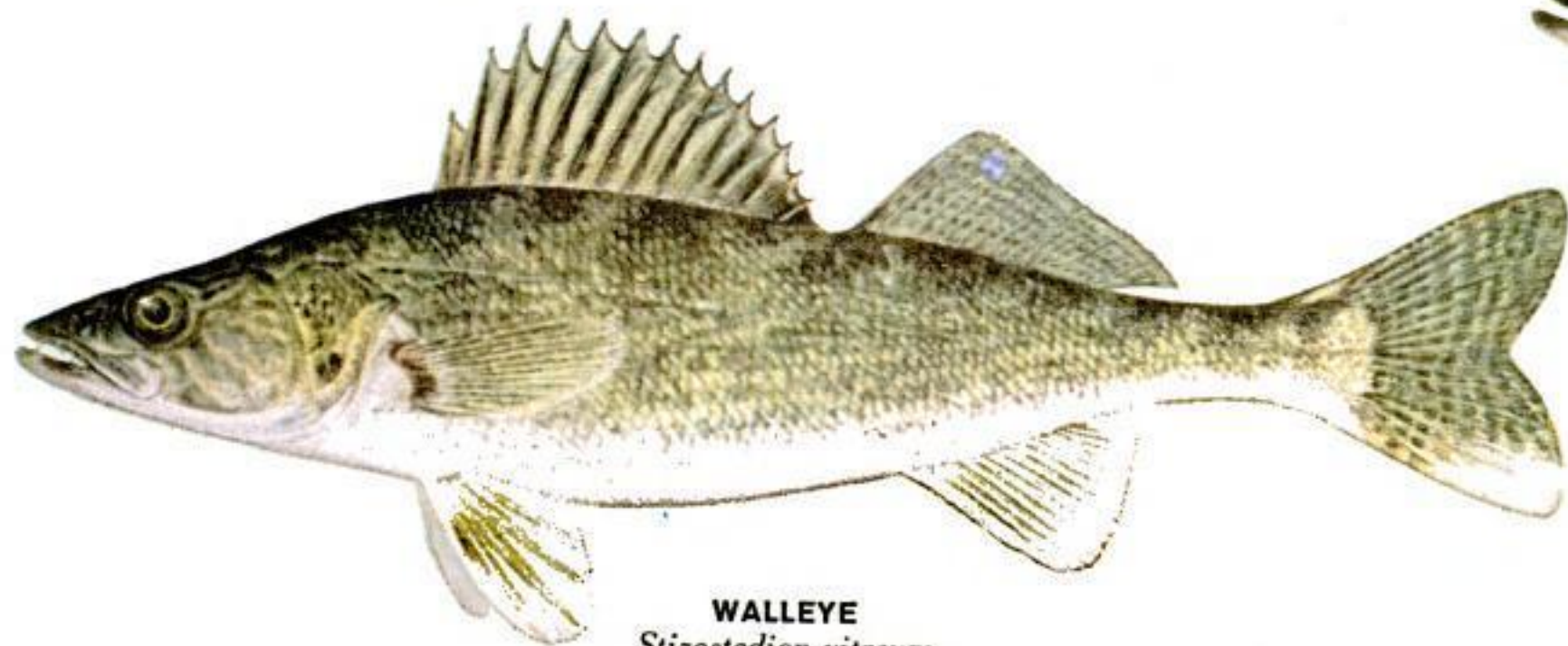


REDEYE BASS
Micropterus coosae

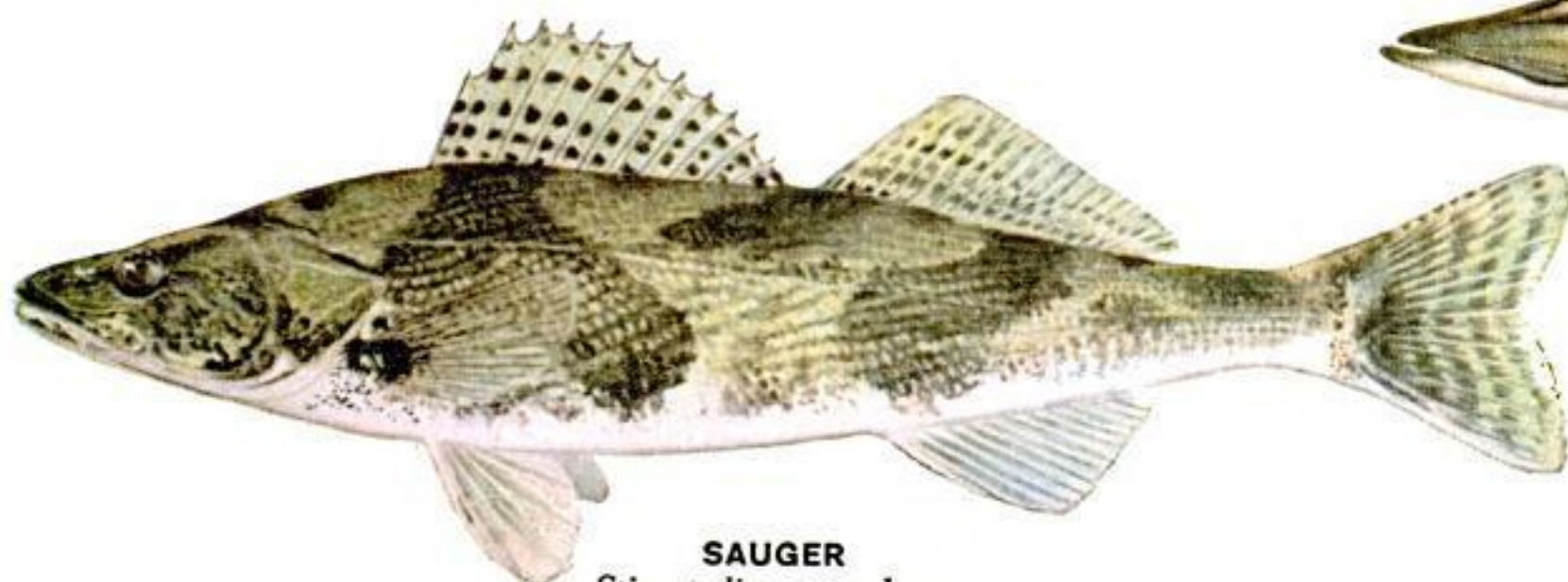


WARMOUTH
Chaenobryttus coronarius

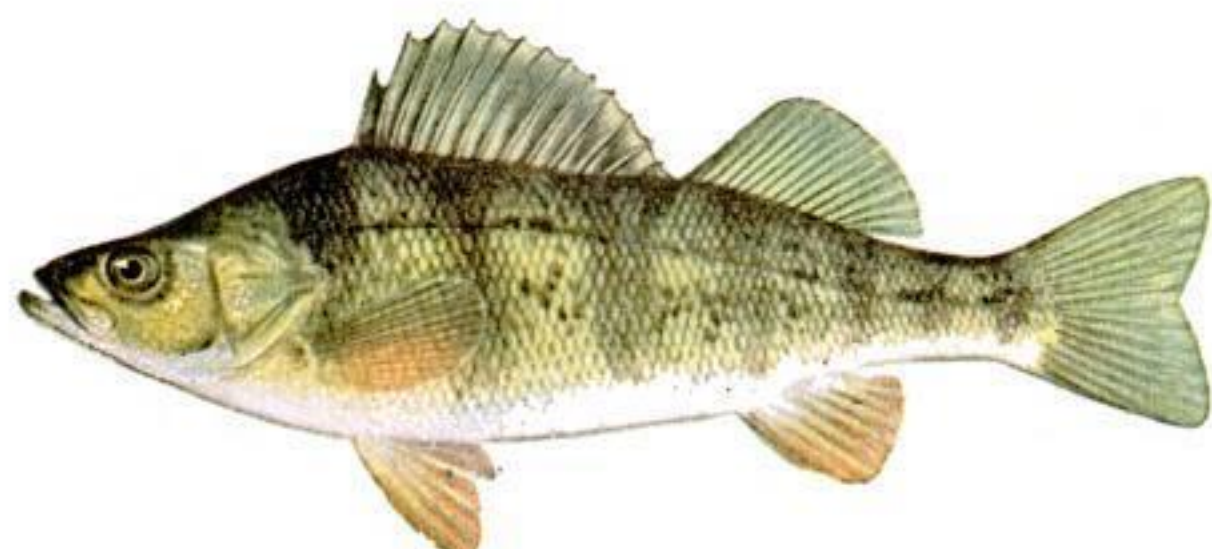
PERCH FAMILY



WALLEYE
Stizostedion vitreum



SAUGER
Stizostedion canadense



YELLOW PERCH
Perca flavescens

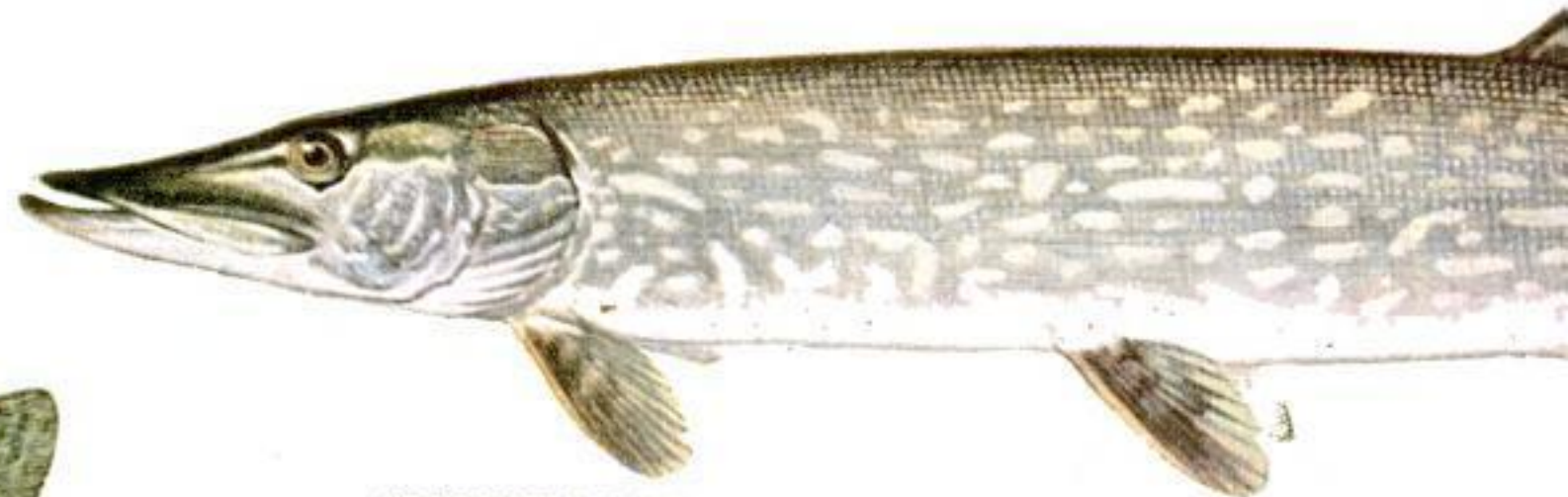


BLUE CATFISH
Ictalurus furcatus

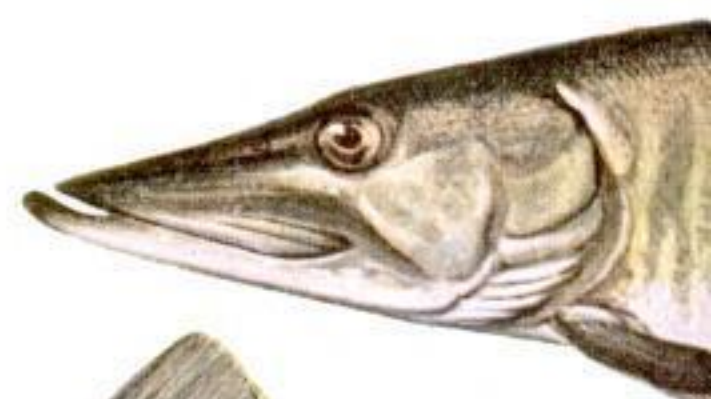


BROWN BULLHEAD
Ictalurus nebulosus

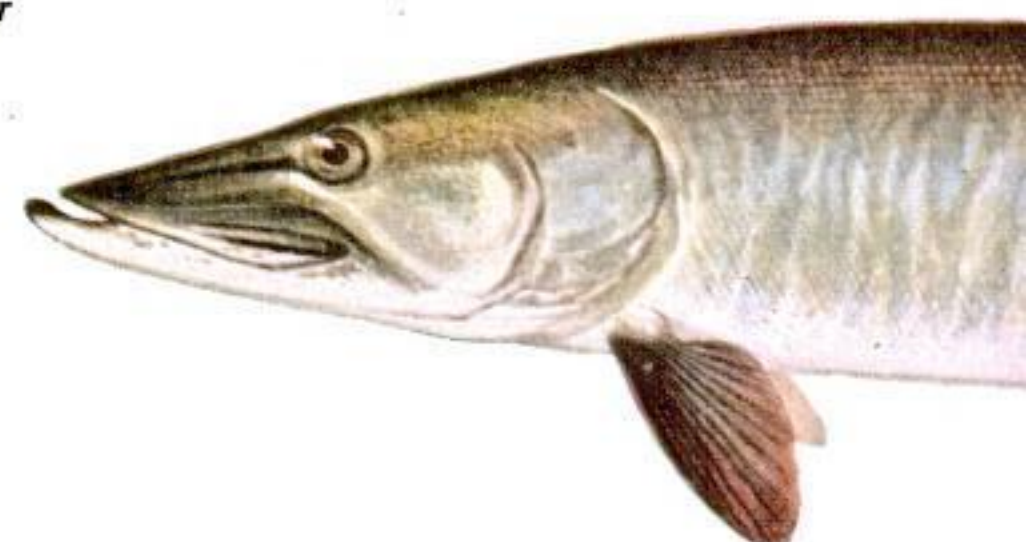
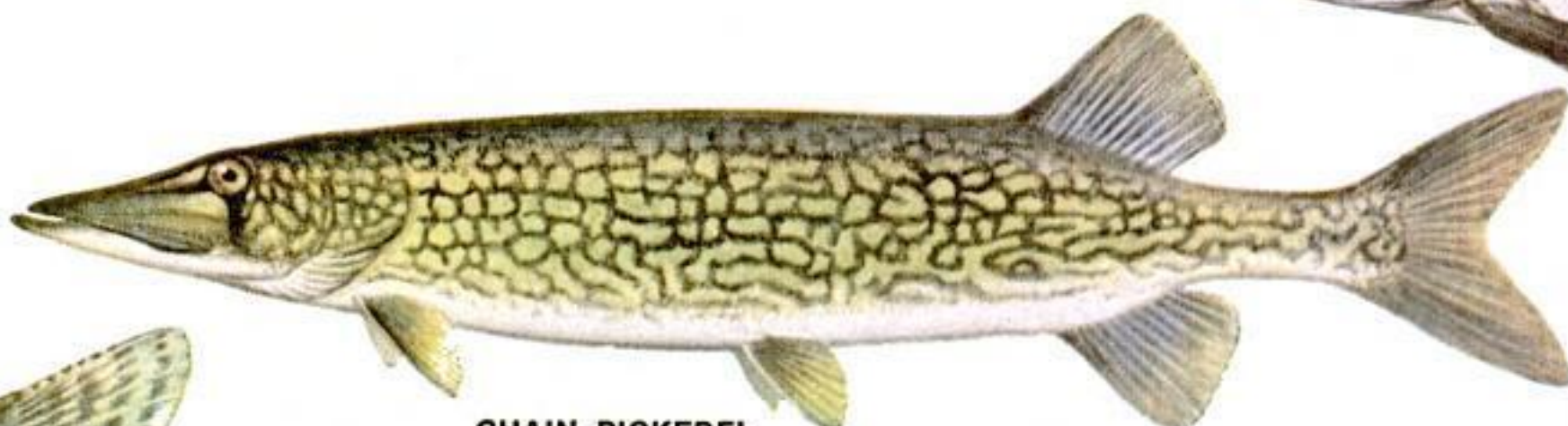
PIKE



NORTHERN PIKE
Esox lucius



CHAIN PICKEREL
Esox niger



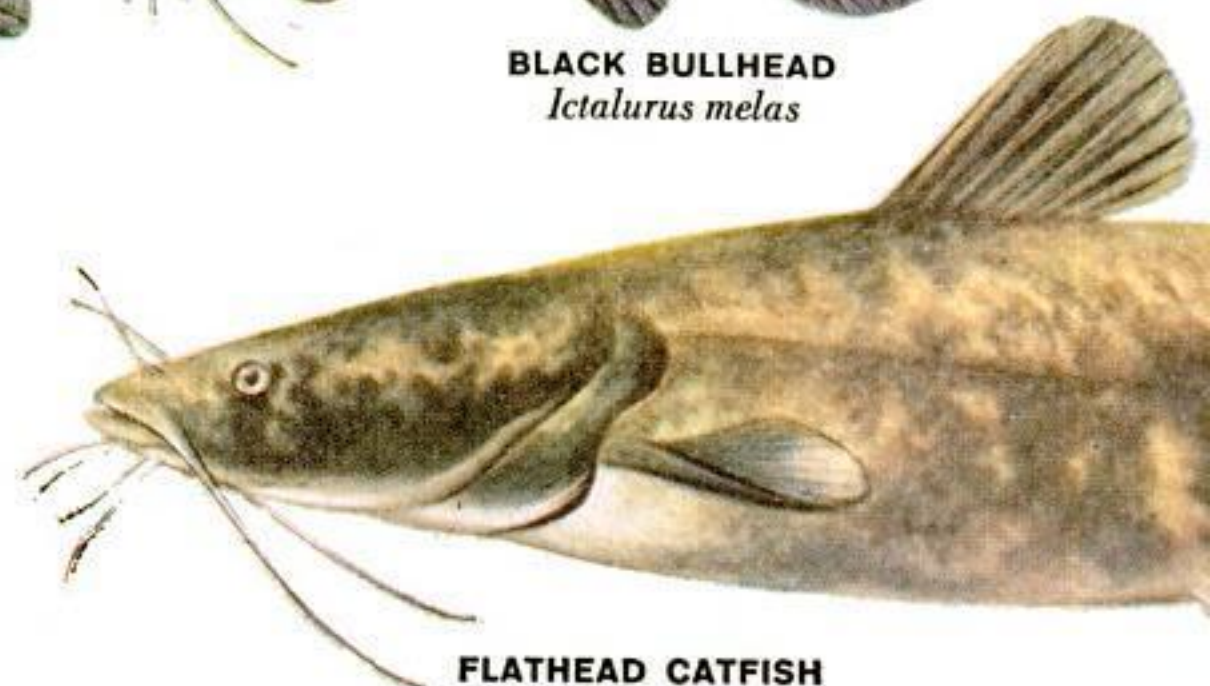
MUSKELLUNGE
Esox masquinongy



CATFISH



BLACK BULLHEAD
Ictalurus melas



FLATHEAD CATFISH
Pylodictis olivaris

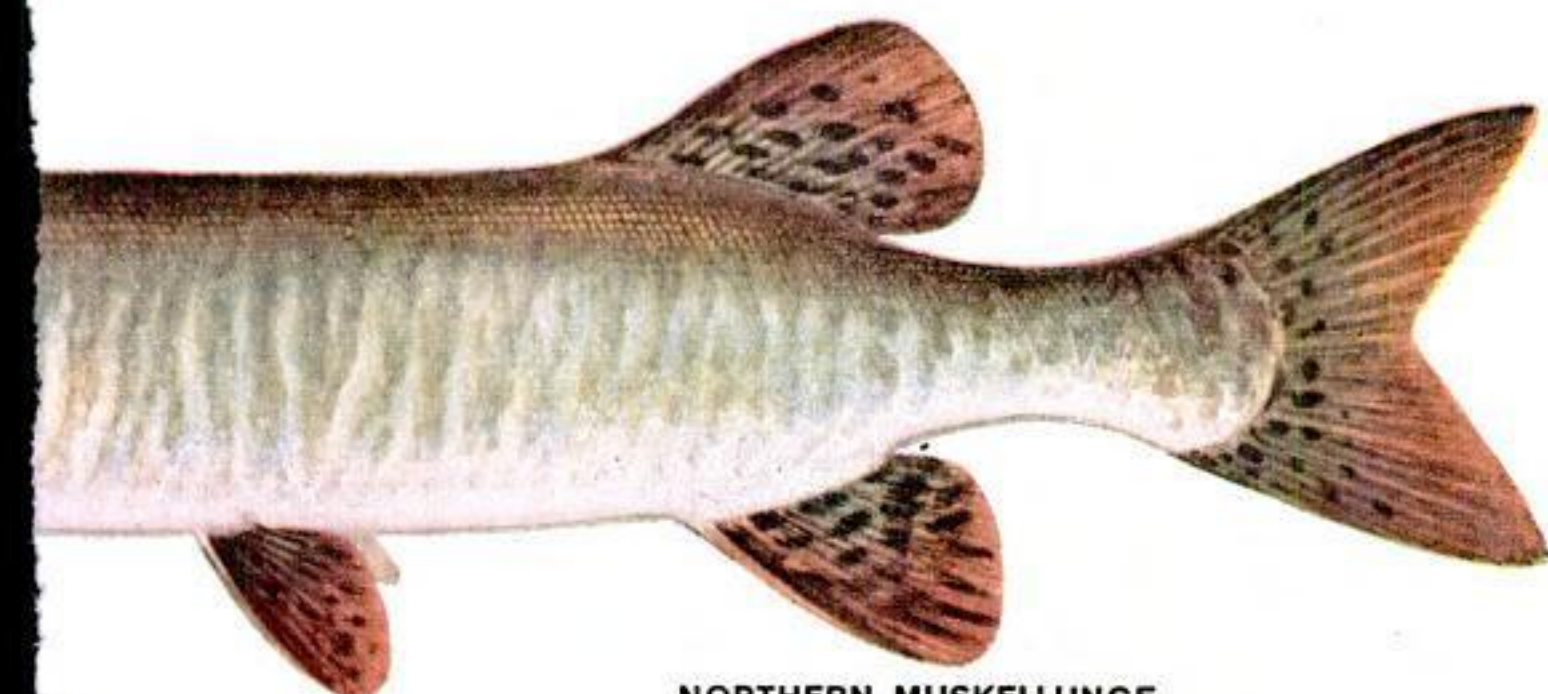
FAMILY



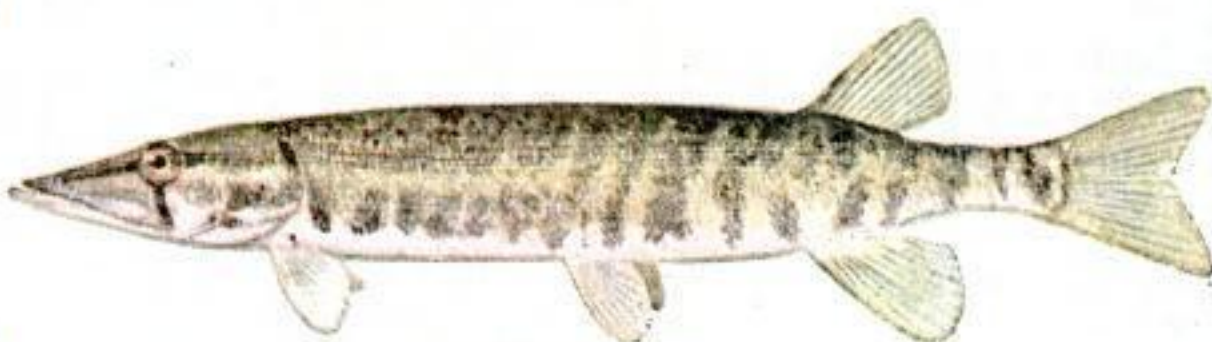
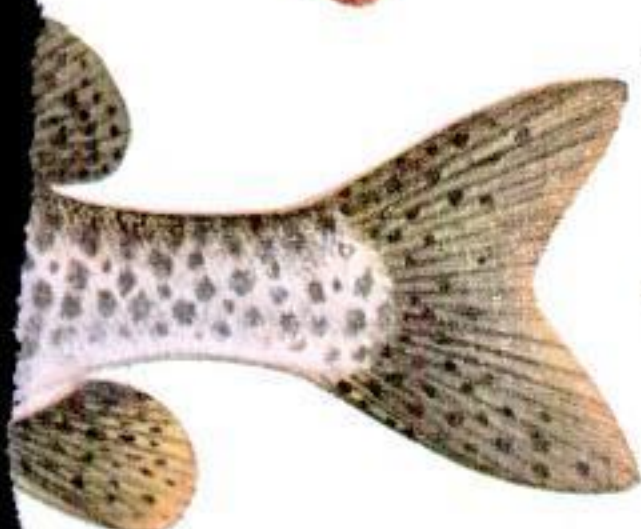
REDFIN PICKEREL
Esox americanus



CHAUTAUQUA MUSKELLUNGE
Esox masquinongy ohioensis



NORTHERN MUSKELLUNGE
Esox masquinongy immaculatus



GRASS PICKEREL
Esox vermiculatus

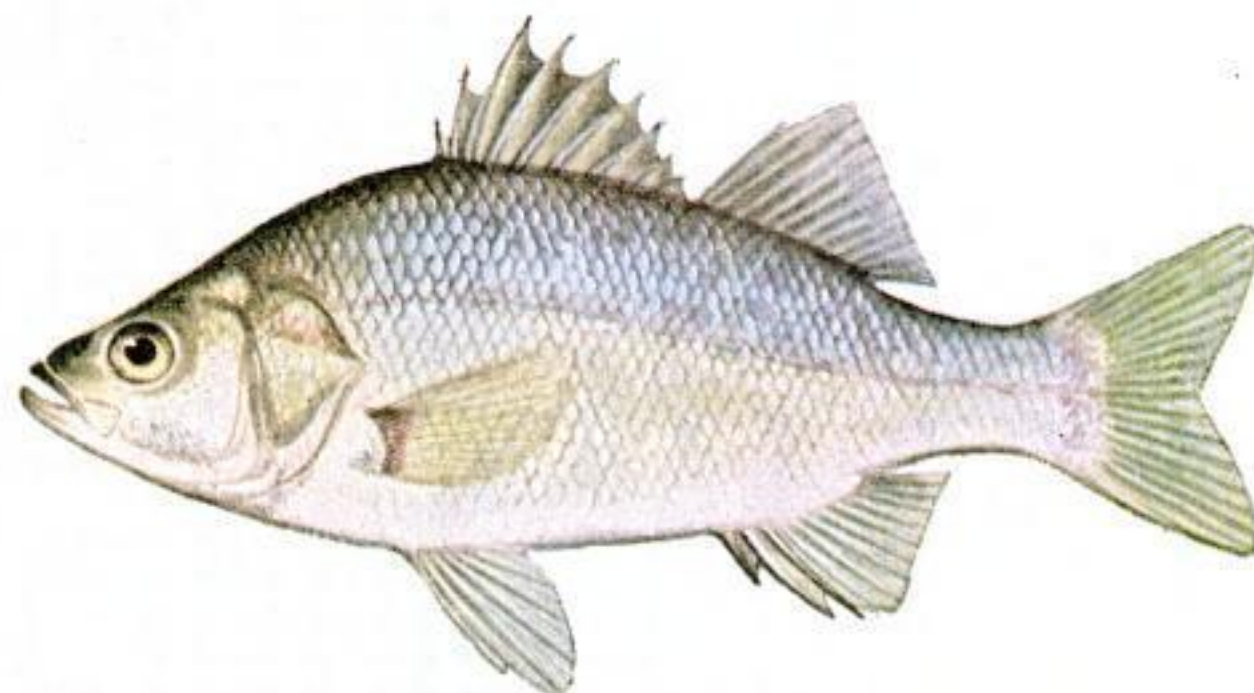
BASS FAMILY



WHITE BASS
Morone chrysops



YELLOW BASS
Morone interruptus

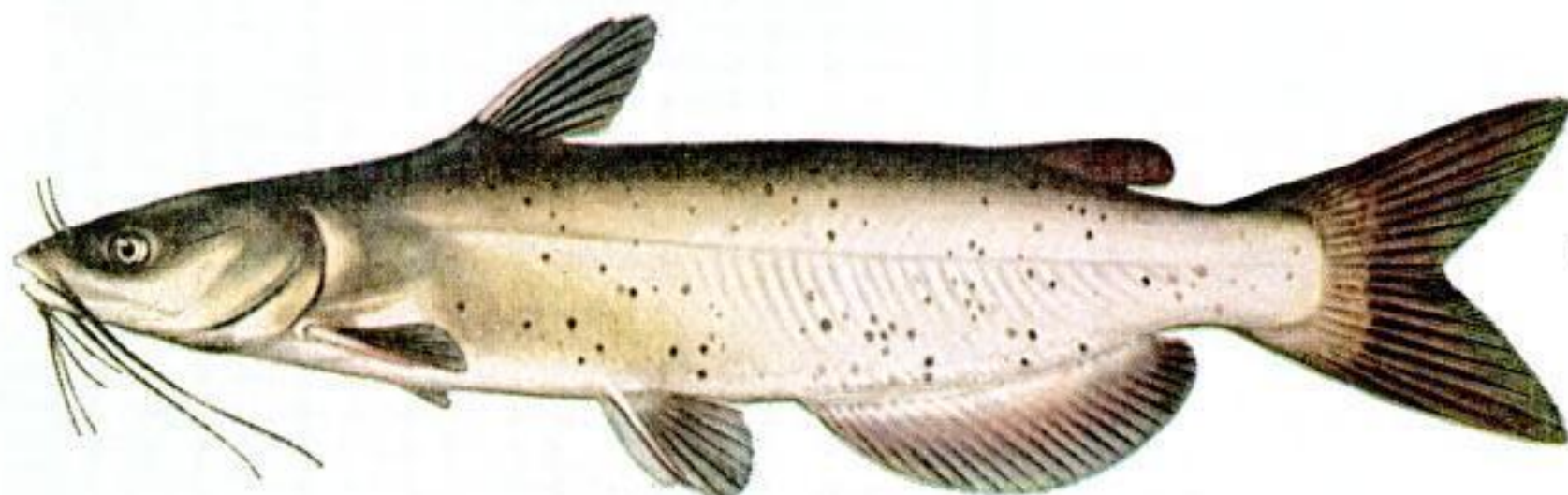


WHITE PERCH
Morone americanus

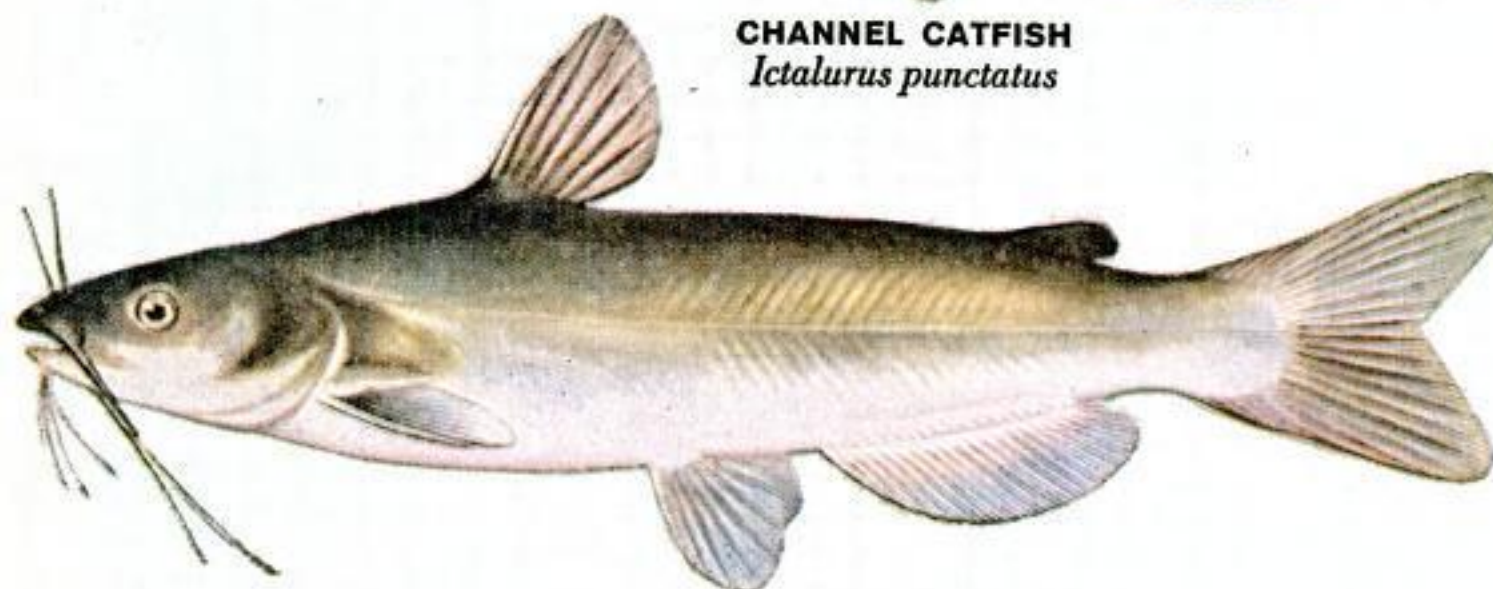
FAMILY



YELLOW BULLHEAD
Ictalurus natalis



CHANNEL CATFISH
Ictalurus punctatus

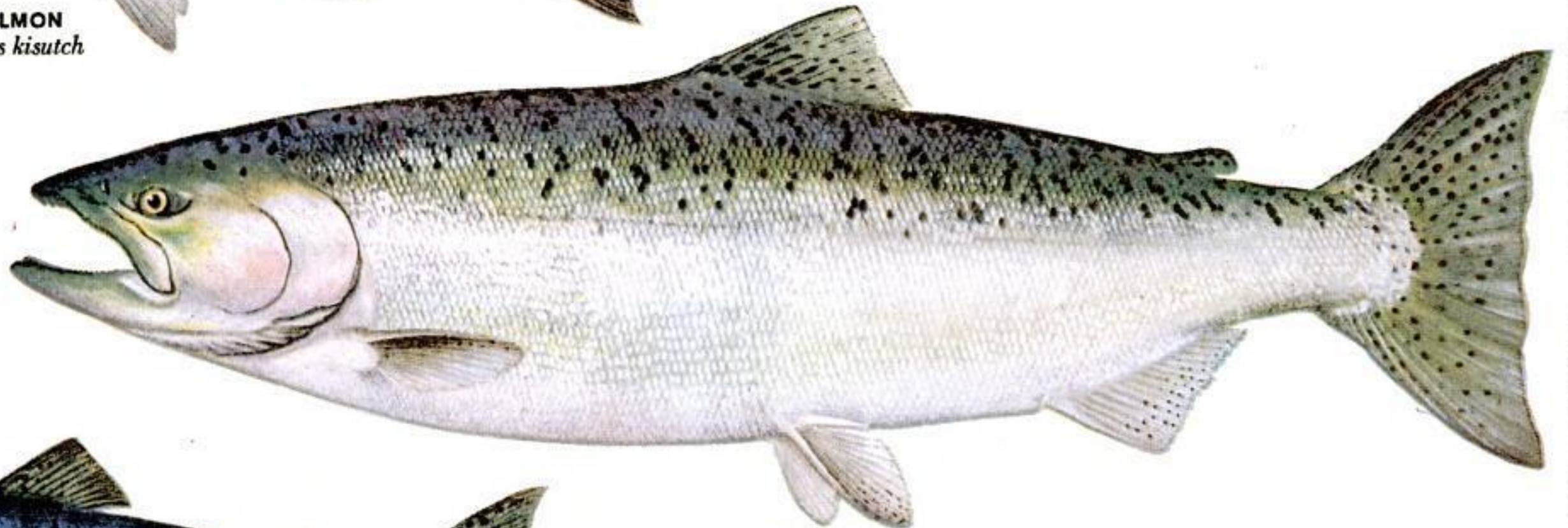


WHITE CATFISH
Ictalurus catus

SALMON AND



SILVER SALMON
Oncorhynchus kisutch



KING SALMON
Oncorhynchus tshawytscha



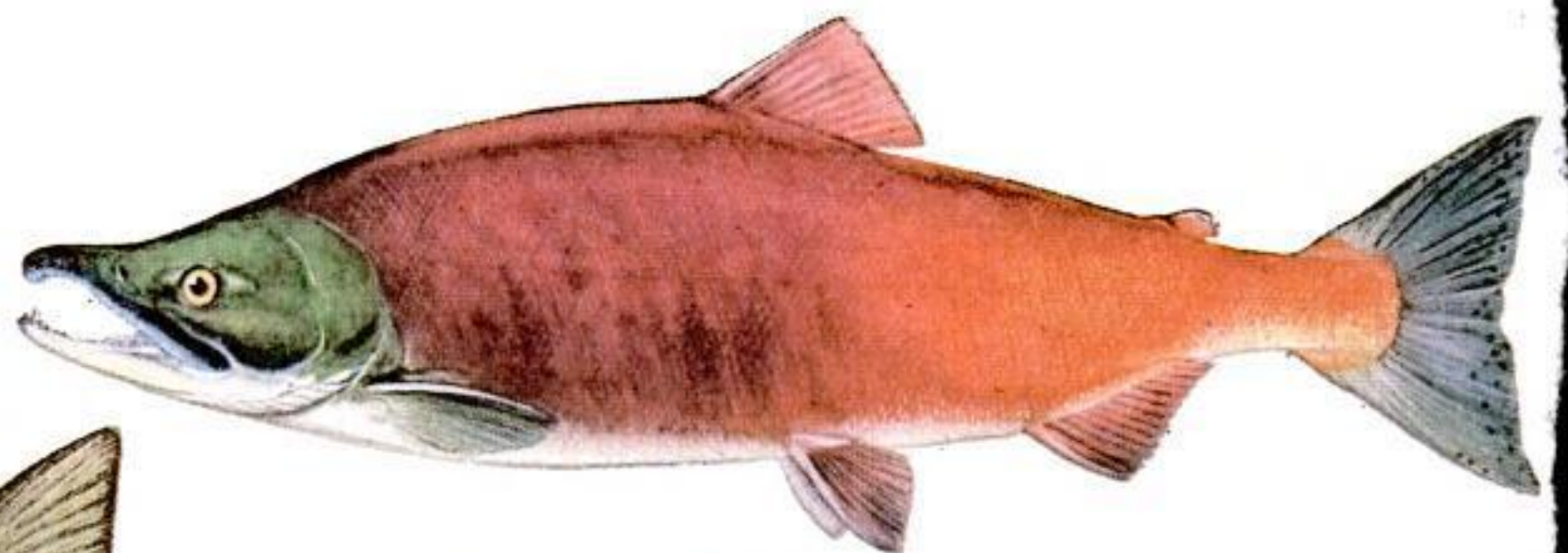
HUMPBACK SALMON
Oncorhynchus gorbuscha



DOG SALMON
Oncorhynchus keta



KOKANEE SALMON
Oncorhynchus nerka kennerlyi



SOCKEYE SALMON
Oncorhynchus nerka nerka



LANDLOCKED SALMON
Salmo salar

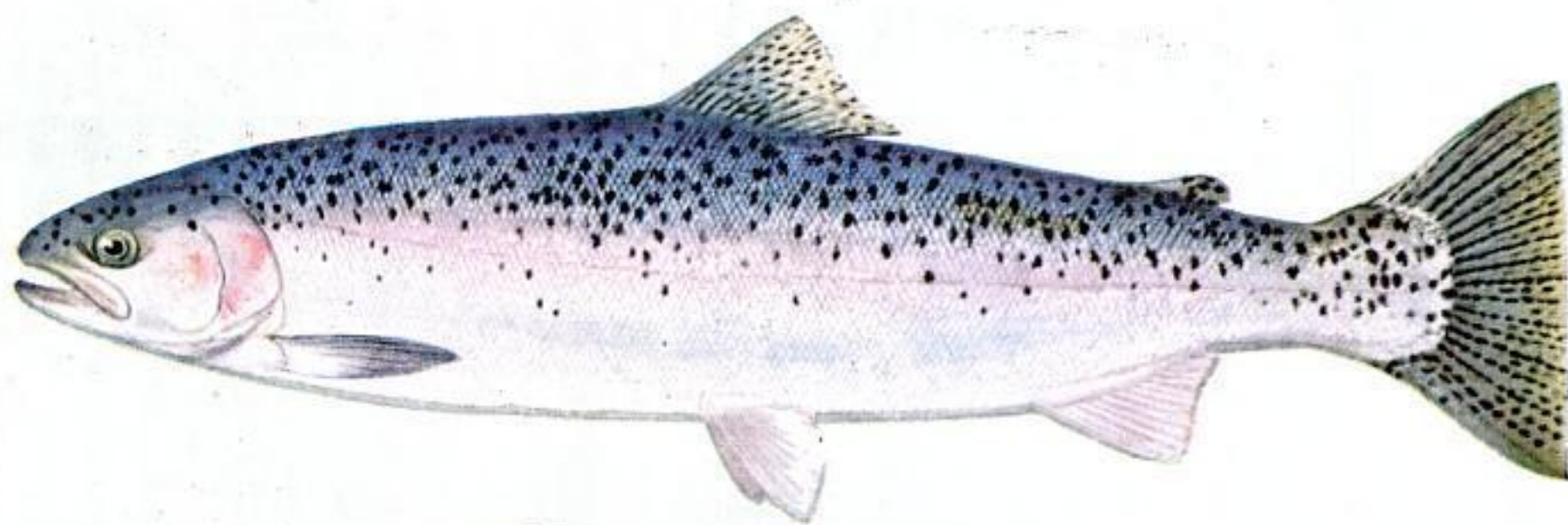


ATLANTIC SALMON
Salmo salar



COASTAL CUTTHROAT TROUT
Salmo clarki clarki

TROUT FAMILY



STEELHEAD TROUT
Salmo gairdneri



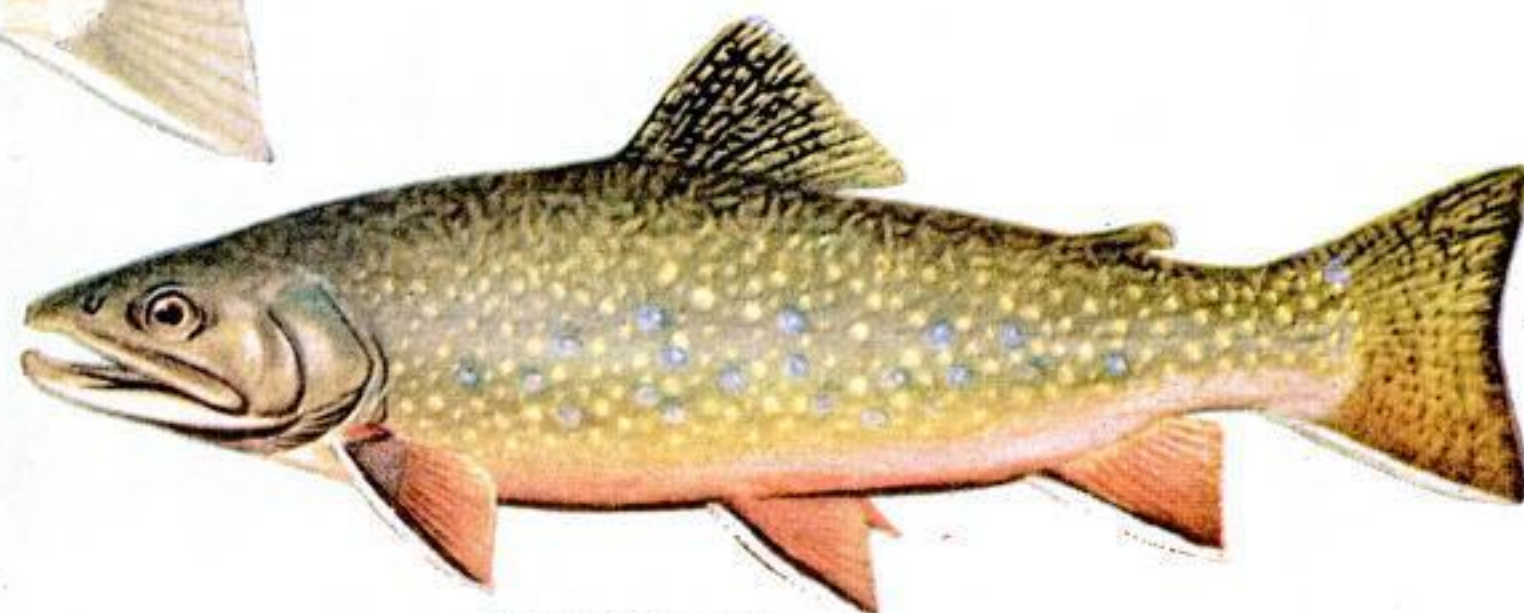
KAMLOOPS TROUT
Salmo gairdneri kamloops



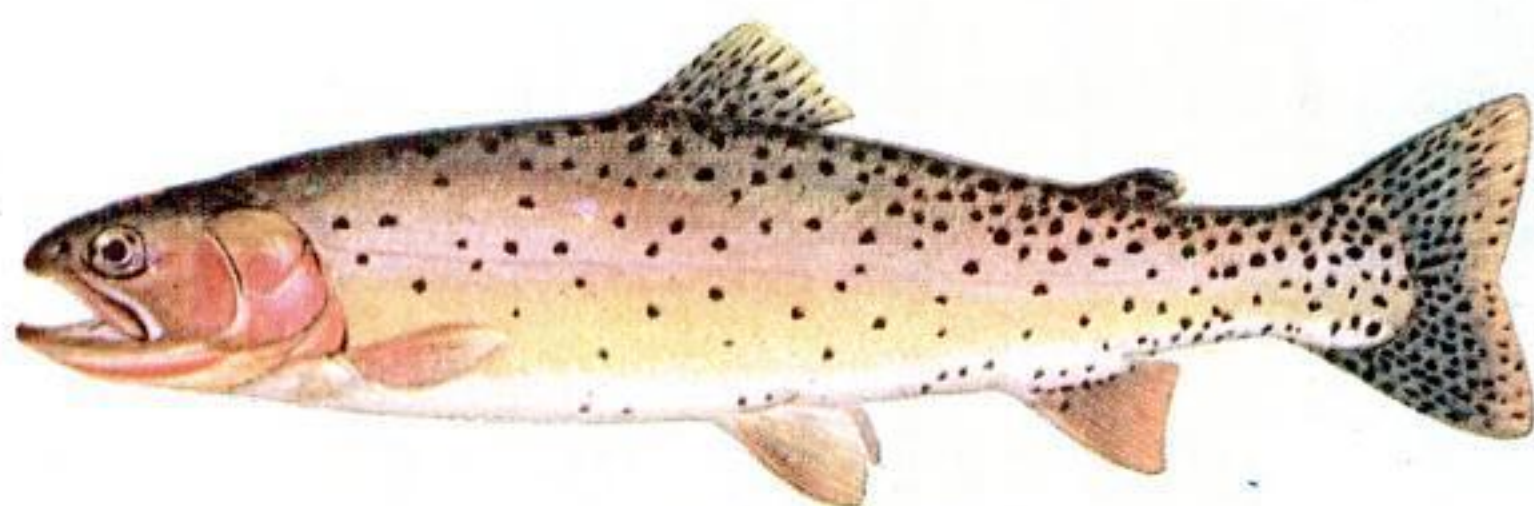
RAINBOW TROUT
Salmo gairdneri



DOLLY VARDEN TROUT
Salvelinus malma



BROOK TROUT
Salvelinus fontinalis



CUTTHROAT TROUT
Salmo clarki lewisi



BROWN TROUT
Salmo trutta



LAKE TROUT
Salvelinus namaycush

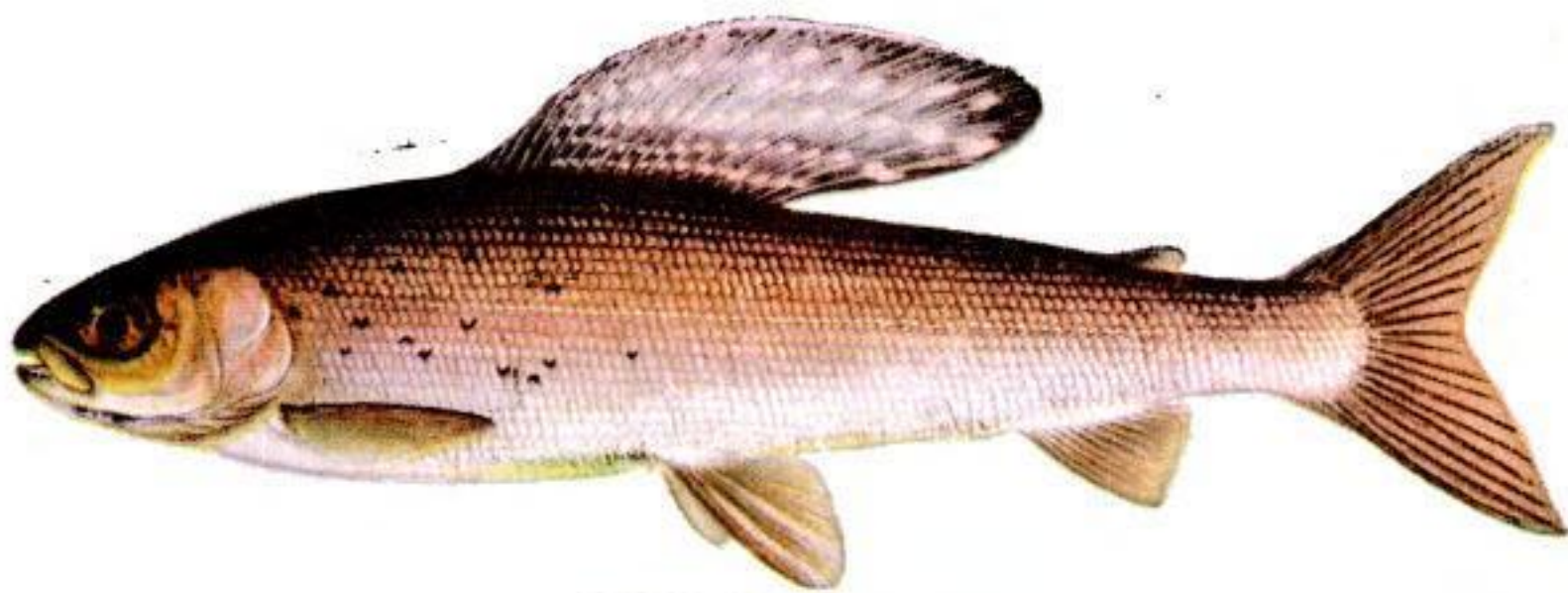


GOLDEN TROUT
Salmo aguabonita



SUNAPEE TROUT
Salvelinus aureolus

MISCELLANEOUS FAMILIES



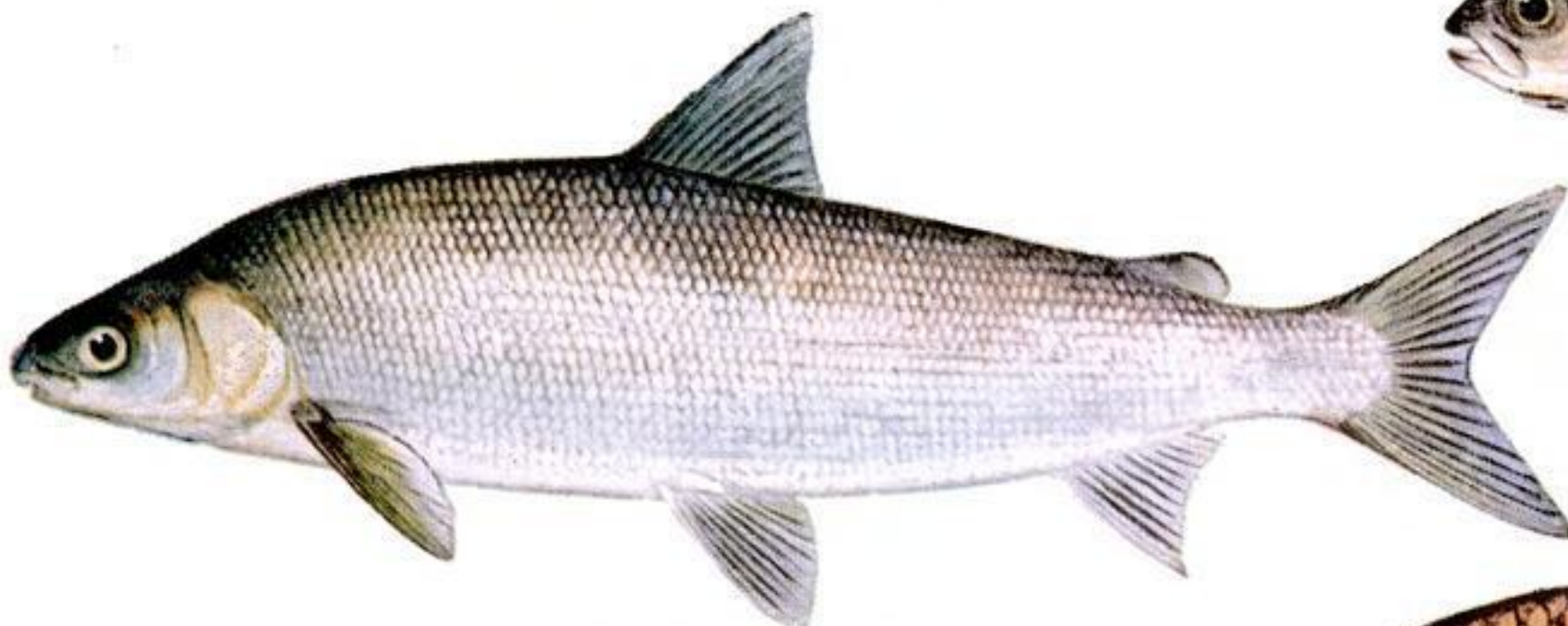
ARCTIC GRAYLING
Thymallus arcticus
Salmon and Trout Family



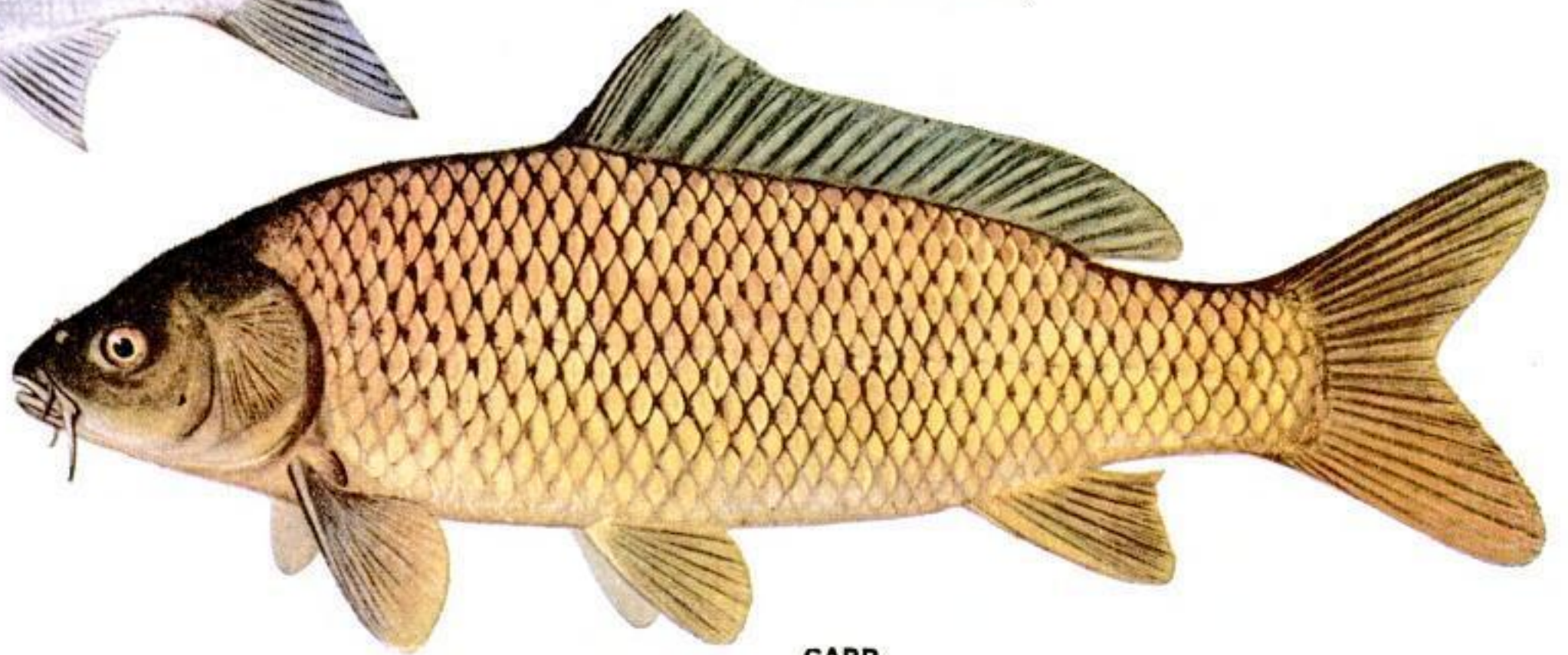
EEL
Anguilla rostrata
Eel Family



MONTANA GRAYLING
Thymallus arcticus tricolor
Salmon and Trout Family



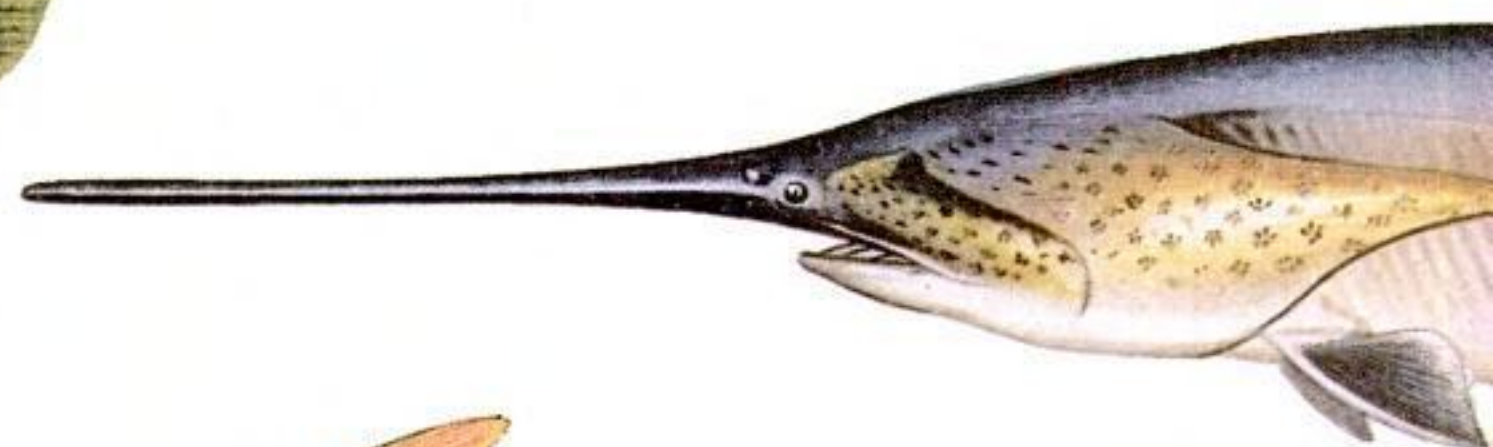
LAKE WHITEFISH
Coregonus clupeaformis
Salmon and Trout Family



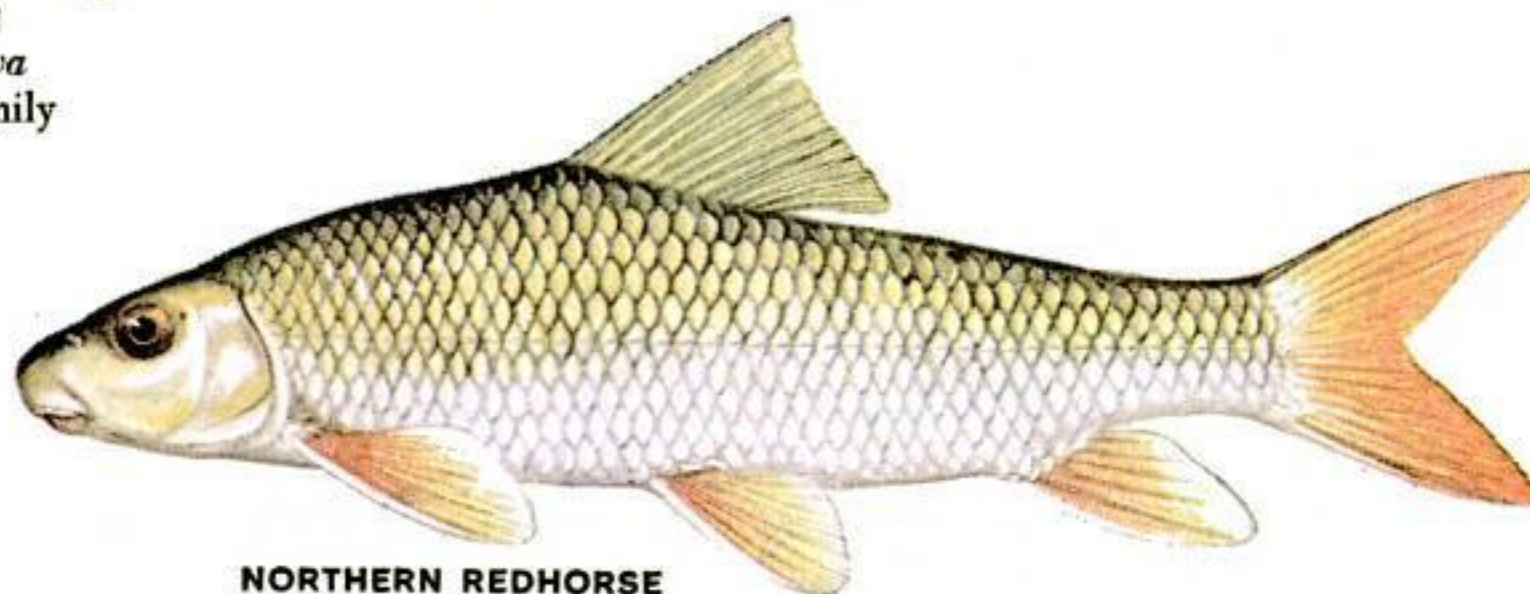
CARP
Cyprinus carpio
Minnow Family



BOWFIN
Amia calva
Bowfin Family



PADDLE FISH
Polyodon spathula
Paddle Fish Family

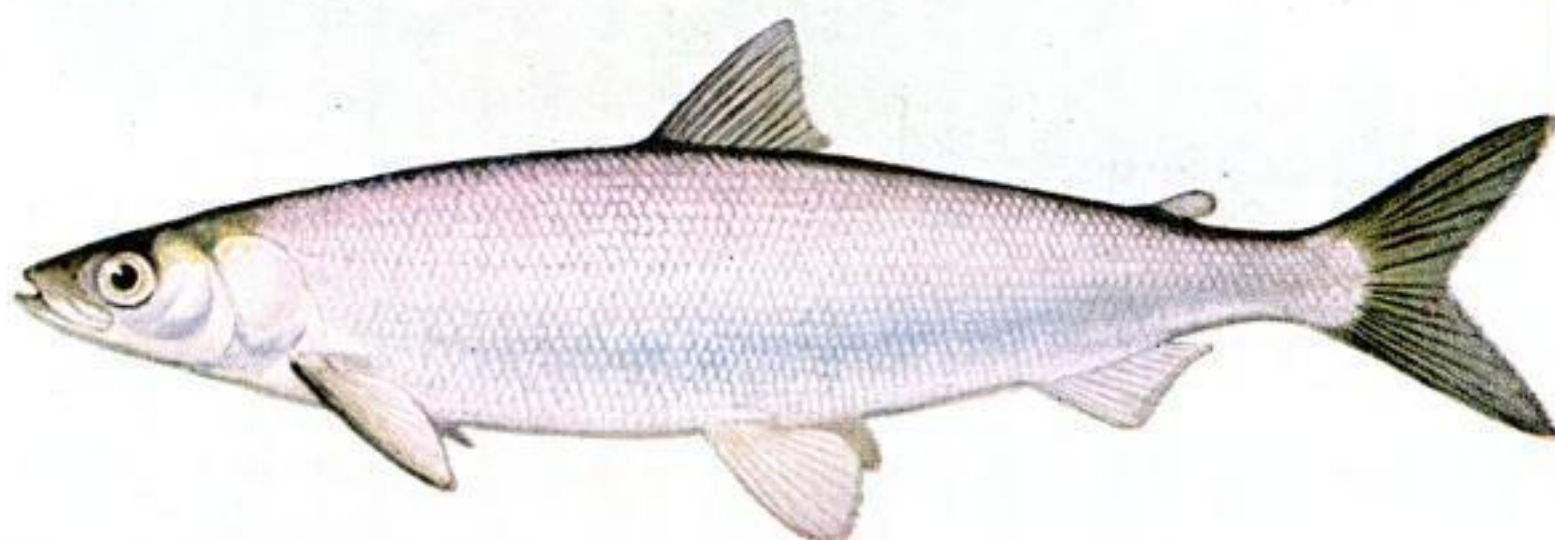
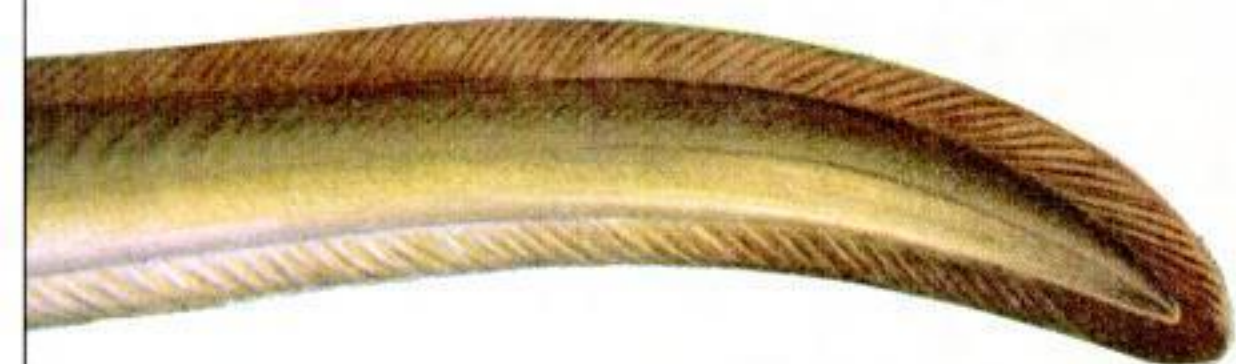


NORTHERN REDHORSE
Moxostoma aureolum
Sucker Family

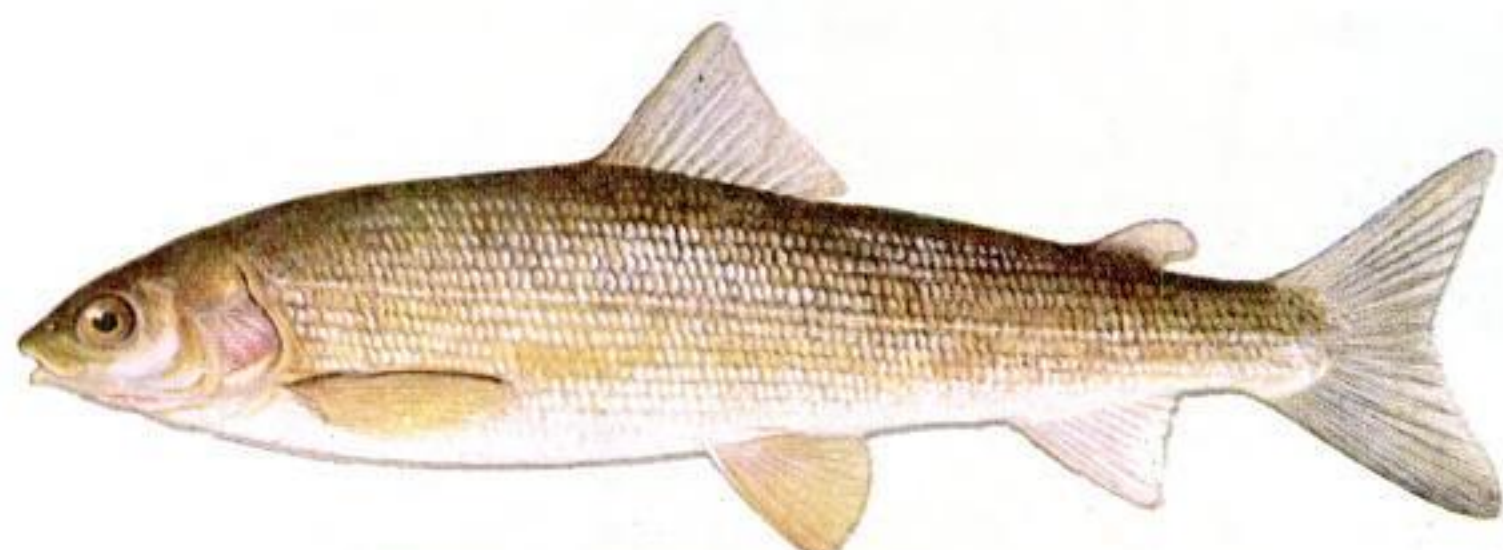


HACKLEBACK STURGEON
Scaphirhynchus platyrhynchus
Sturgeon Family

The fish below represent 12 families. Five are classified as salmon and trout but are not so popular as game fish as those of this family on preceding pages. The others here, though fine sport when hooked, are considered lesser American game fish.



CISCO
Coregonus artedii
Salmon and Trout Family



ROCKY MOUNTAIN WHITEFISH
Coregonus williamsoni
Salmon and Trout Family



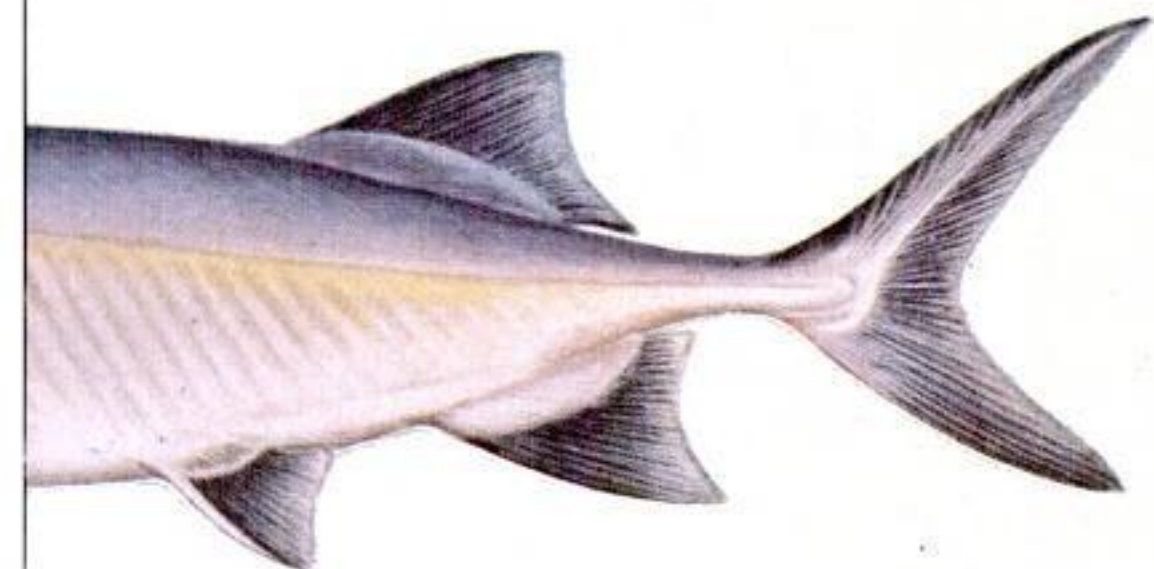
MOONEYE
Hiodon tergisus
Mooneye Family



FRESHWATER DRUM
Aplodinotus grunniens
Drum Family



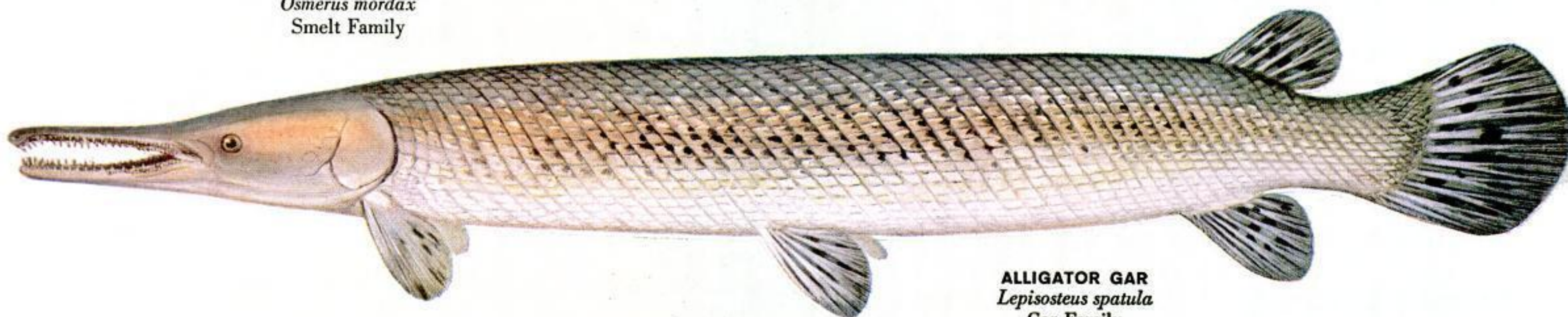
BURBOT
Lota lota
Cod Family



SMELT
Osmerus mordax
Smelt Family



WHITE SUCKER
Catostomus commersoni
Sucker Family

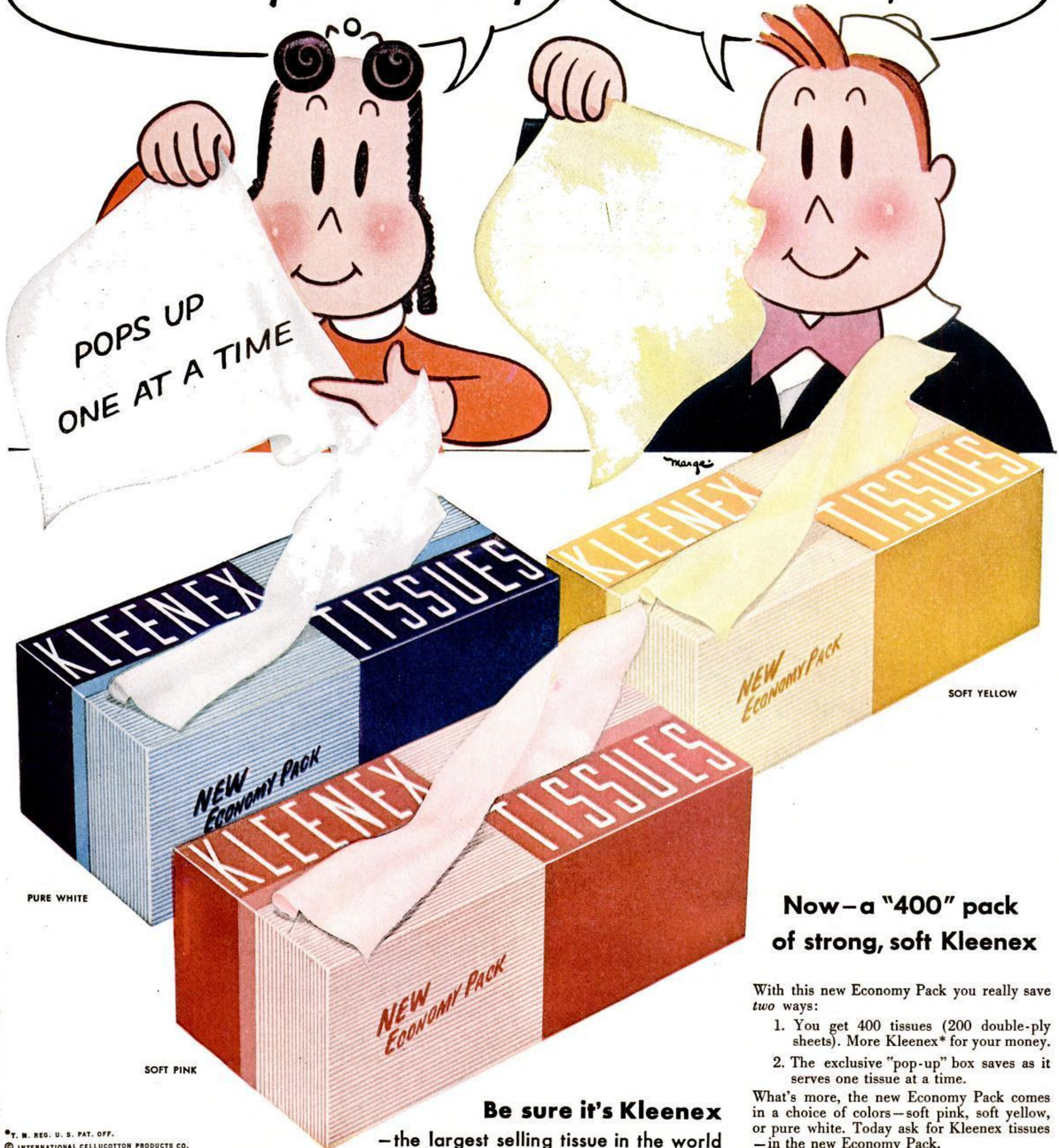


ALLIGATOR GAR
Lepisosteus spatula
Gar Family

New Kleenex Economy Pack

More for your money

-and colors, too!



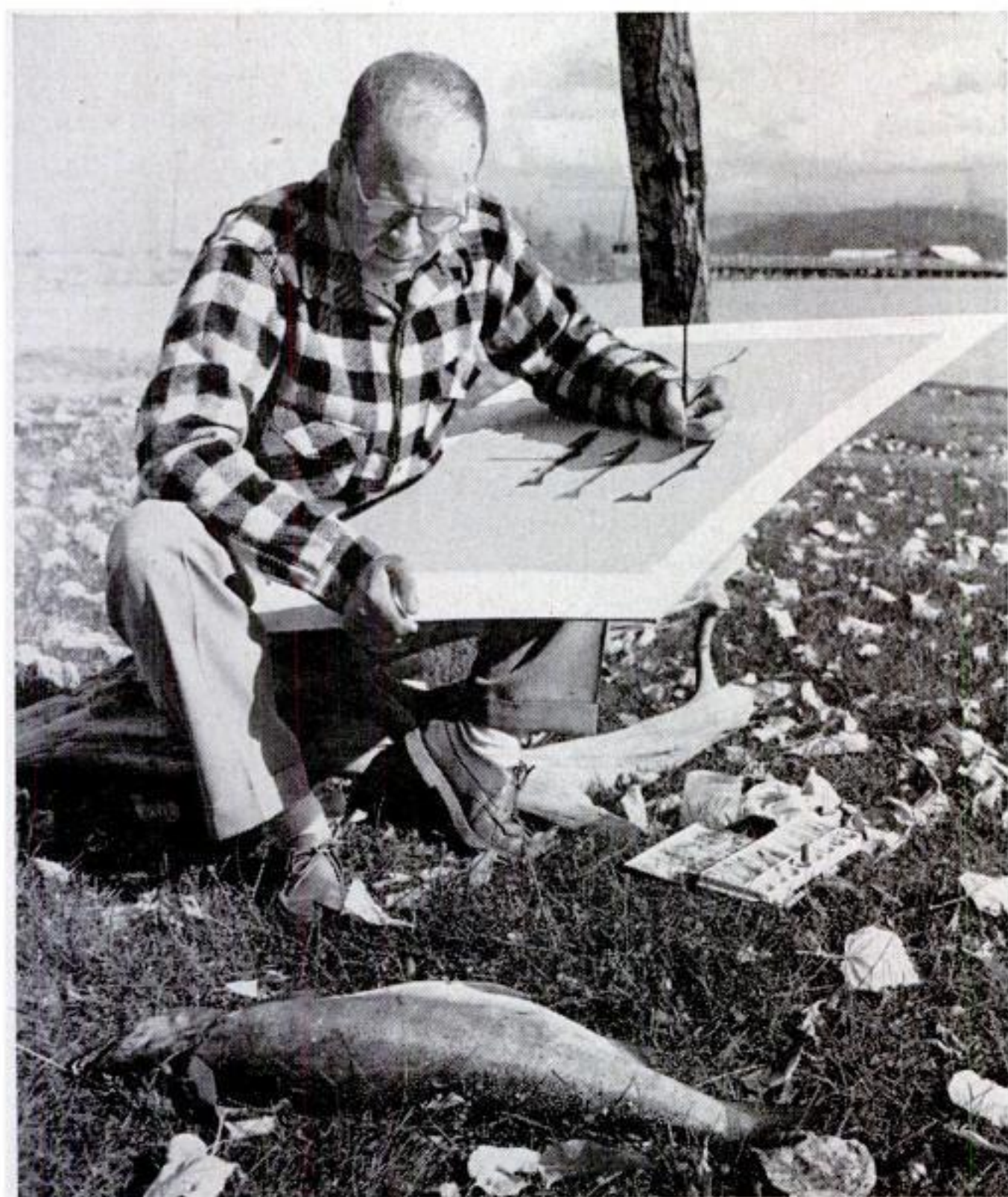
**Now - a "400" pack
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With this new Economy Pack you really save two ways:

1. You get 400 tissues (200 double-ply sheets). More Kleenex* for your money.
2. The exclusive "pop-up" box saves as it serves one tissue at a time.

What's more, the new Economy Pack comes in a choice of colors—soft pink, soft yellow, or pure white. Today ask for Kleenex tissues—in the new Economy Pack.

Be sure it's Kleenex
—the largest selling tissue in the world



SKETCHING DETAILS of the scale structure on a Kamloops trout, Artist Reece works from a 15-pound specimen at Pend Oreille Lake in northern Idaho.

FACTS, FIGURES, LORE ON THE FISH FAMILIES

Over the years the names of game fish have become a matter of considerable confusion. Scientists assign fish to families on the basis of specific structural details—the number and location of fins, the arrangement and size of scales. But sportsmen give fish names because of general resemblance to other fish, and in different regions have given different names to the same fish. Thus five fish which are commonly called bass are placed in the sunfish family (p. 97) by scientists. What fishermen call a white perch is really a bass and what they refer to as a walleyed pike is really a perch.

SUNFISH FAMILY: The most readily recognized characteristic of this family is the single dorsal fin, half spiny and half soft. Among the sunfish, fishermen find the two qualities they appreciate most—fighting spirit and fine-tasting flesh. The fighting branch of the family is made up of three so-called bass, the largemouth, the smallmouth and the spotted. The best eating is provided by the other members of the family, the panfish, which get their name because they are small enough to be cooked whole in a pan.

PERCH FAMILY: All perch are readily recognized by the precise separation between their dorsal fins. Fishermen like them less for the fun of hooking them—they are not fighters—than for the pleasure of eating them. All three of the species pictured offer sweet, flaky white meat.

PIKE FAMILY: The pikes are elongated fish distinguished by their long, flat-topped snouts and undershot jaws. The muskellunge, which occasionally weighs over 50 pounds, is the largest member of the family, prized not only for its ferociousness but also for its rarity. Despite a ravenous appetite, it is a wary creature, will often cruise around in full view, looking over a fisherman's lure for long periods without striking. It is so big and fierce that it sometimes has to be shot before it can be hauled into the boat.

CONTINUED ON NEXT PAGE

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GAME FISH CONTINUED

BASS FAMILY: Similar to perch in their dorsal fin arrangement, bass have stubbier bodies. The three bass pictured are the fresh-water members of what is predominantly a salt-water family. The white bass and yellow bass bear a distinct resemblance to the salt-water striped bass and in rivers and streams which empty into the ocean are often mistaken for their seagoing kin. The white perch is anadromous, meaning that it is equally at home in fresh and salt water.

CATFISH FAMILY: The eight whiskers (barbels) distinguish the members of this family. The blue catfish is the largest of its family in the U.S., occasionally attains a weight of more than 100 pounds and a length of five feet. Most catfish live in muddy waters but the sportiest of the family, the channel catfish, likes clear, fast-moving streams.

SALMON AND TROUT FAMILY: The trout and salmon all have a large dorsal fin at the center of the back, a stub down near the tail. Of the 18.5 million fishermen who bought licenses last year, some 15 million did so with the specific aim of catching a trout, generally the most popular of the fresh-water game fish.

Outstandingly beautiful and game, the rainbow is the principal trout raised by hatcheries for stocking U.S. streams and lakes. Some rainbow trout in coastal rivers run to the open sea after spending two or three years in the fresh-water stream. They are called steel-heads, return three years later to spawn. The brook trout is a cold-water fish found in spring headwaters and tributaries. It takes lures readily. The brown trout, which can live in warmer streams, is the most wary and cautious of the trout, and has outlasted the brook trout in many areas. Many sportsmen consider the golden trout the most beautiful fish in the world.

But the salmon—big, beautiful, spirited and hard to catch—stands out as the king of fresh-water game fish. The Atlantic salmon, most serious casualty of the destructive inroads of civilization, has been wiped out of almost all of the rivers of the east. His non-seagoing relative, the landlocked salmon, is still a prize catch in eastern lakes.

Out west a half dozen different salmon continue to thrive. Of these the king salmon, biggest of the breed, is the most important to game fishermen. He does not feed as he swims upstream to the spawning ground, but attacks baits out of habit or sheer orneriness.

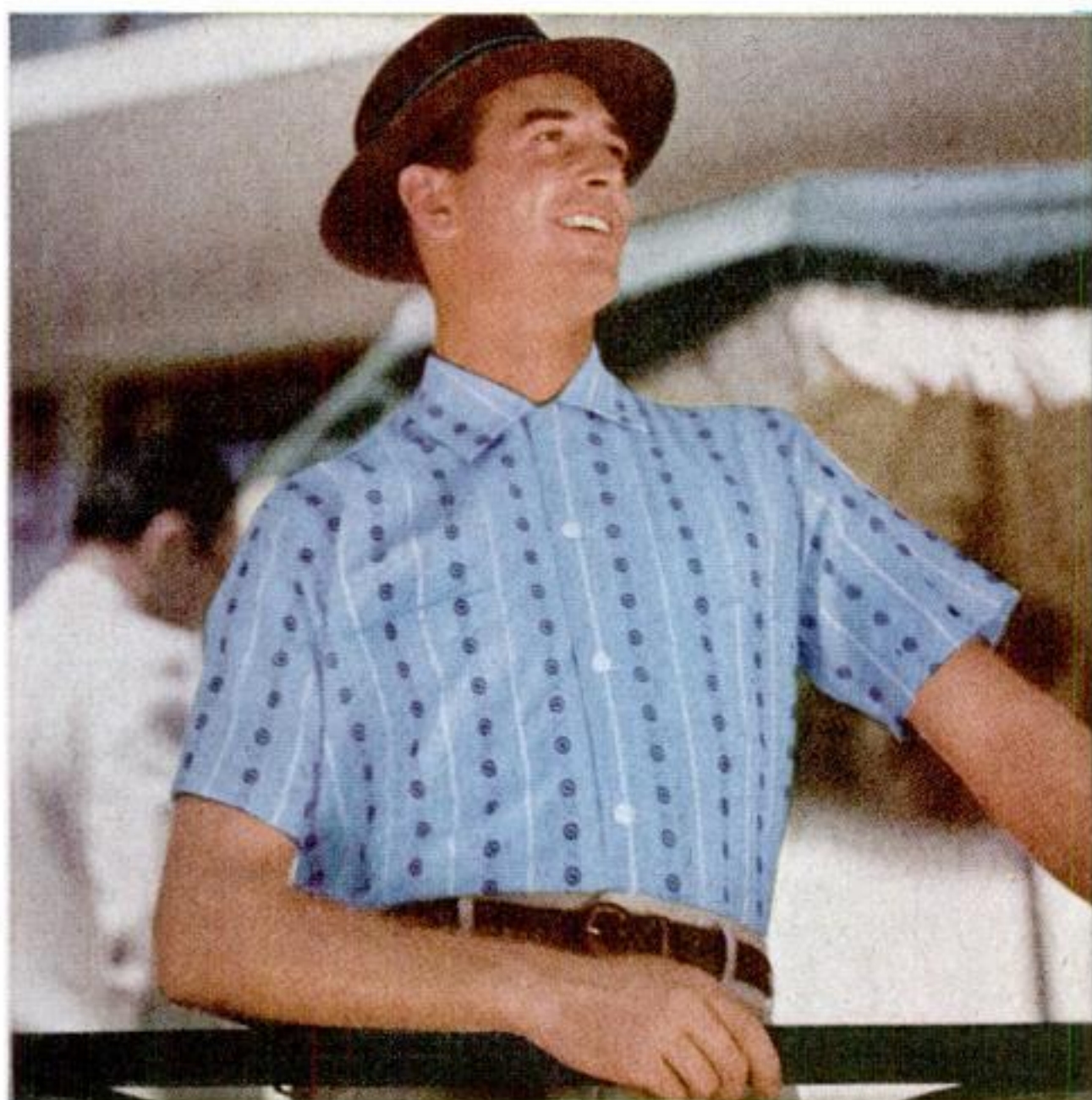
MISCELLANEOUS FAMILIES: Over the years, the pressure of sports fishing has brought many new species into the overall category of game fish. Years ago, when there were fewer fishermen, such specimens as the eel, the carp, the gar, the bowfin and the paddle fish were generally regarded as pests and left alone. But as far as millions of anglers are concerned, any creature that resists when hooked, or tastes good when cooked, rates as a prize.



SHOCKING MACHINE sending mild charge of electricity into water to stun fish is used by Reece (right) and biologists seeking pickerel in Tennessee.



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A IS FOR ANNUAL REPORT

Ample supplied with bubble gum, the nine partners who own Kinder Co., a Milwaukee manufacturing concern with sales over \$200,000 a year, recently had their annual meeting. The partners, aged 2 to 15, are children of Industrialists William Kyle Jr. and John Van Vleet, who oversee the management of Kinder Co. Founded as Carbide Specialty Works in 1942, the company took on its present name (German

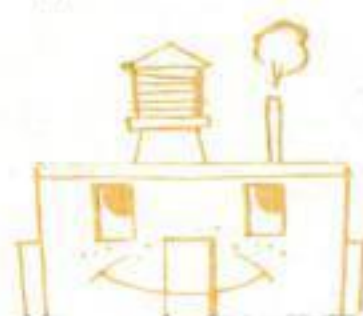
for "children") and ownership in 1950 to spread incomes and reduce taxes. The partnership expands when new children are born. Normally the children get a third of the profits in trust, the rest going to capital improvements. But at this year's meeting they learned there would be no profit distribution for reasons explained in an annual report, gotten up especially for the owners. In condensed form it appears below.



ENTHRALLED BY AN ARRAY OF BRIGHT COPPER WIRE COILS IN CASE, OWNER LISA VAN VLEET GIVES SOME HELP TO MRS. EILEEN ZWICKE, A COIL WINDER

... OR WHY A LITTLE FACTORY PAID NO DIVIDEND

... AMONG THE THINGS WE MAKE INSIDE OUR LITTLE ARE SMALL ELECTRIC MOTORS TO RUN THE ELECTRIC CLOCKS IN CARS AND FOR SUCH THINGS AS TOY ELECTRIC AUTOMOBILES ... OUR FACTORY IS GOOD, AND JUST LIKE THE NINE LITTLE CHILDREN WHO OWN IT, IT IS GROWING YEAR BY YEAR, AND, JUST AS IT COSTS MORE EACH YEAR TO BUY NEW CLOTHES FOR CHILDREN ...



THE LITTLE PARTNERS visit plant for meeting. From left they are: (front) Julie Kyle, 9; John, 8, and Lisa Van Vleet, 5; Wendy, 6, and Robin Kyle, 2; (rear) Susan Kyle, 13; Lynn, 15, and Peter Van Vleet, 13; Nancy Kyle, 12.



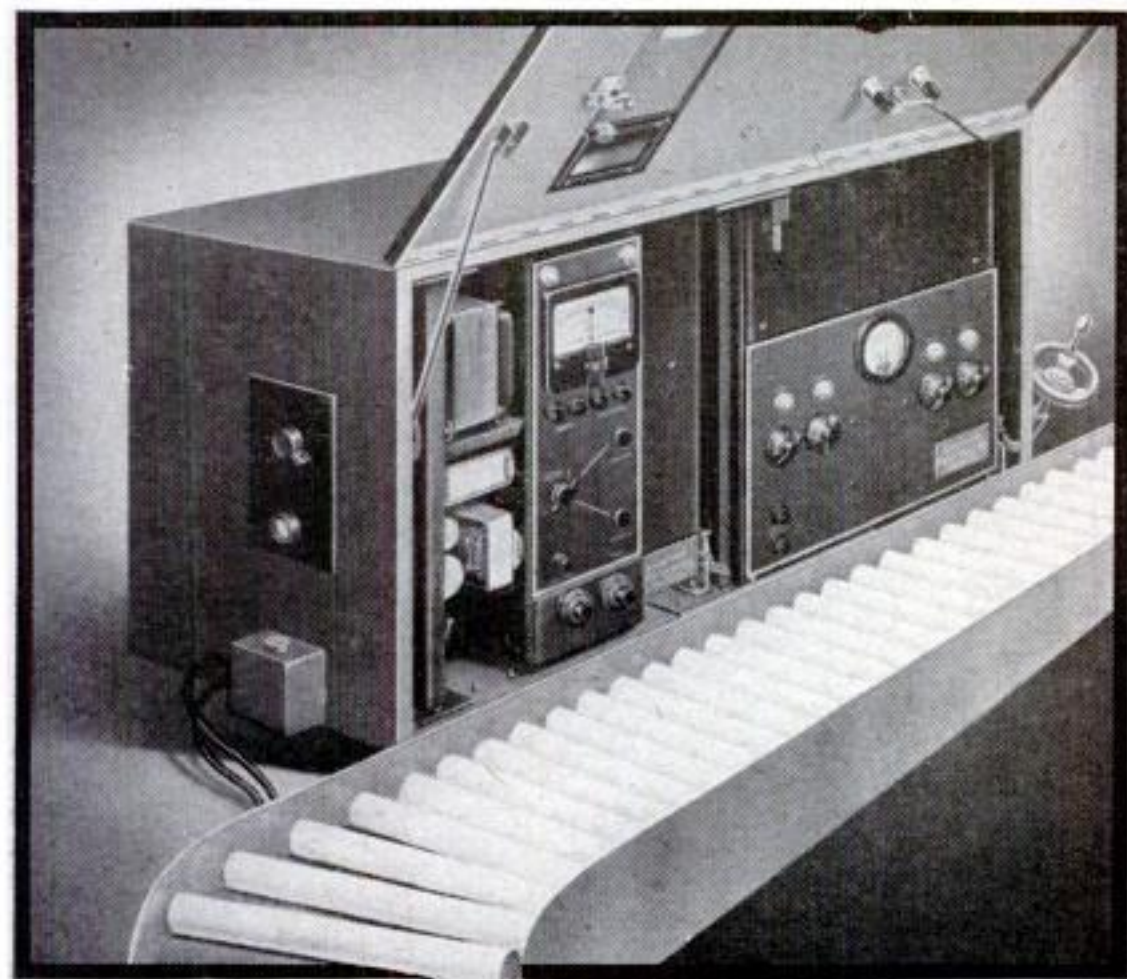
... SO DOES NEW MACHINERY COST MORE. TWO YEARS AGO THE LITTLE FACTORY PAID YOU WHICH YOU PUT INTO THE BANK. IT WAS YOUR PART OF THE PROFIT LEFT OVER AFTER ALL THE BILLS WERE PAID AND SALARIES PAID TO THE MEN AND WOMEN WHO WORK INSIDE THE FACTORY OPERATING AND SELL ALL THE PRODUCTS THAT WE MAKE. BUT DURING 1954, OUR LITTLE FACTORY NEEDED MORE MACHINES TO MAKE OUR NEW



OWNER WENDY KYLE SQUINTS THROUGH THE LENSES OF HER COMPANY'S NEW CAMERA

CAMERA WHICH WE CALL THE KIN-DAR STEREO. THIS NEW CAMERA HAS TWO BIG EYES JUST LIKE WE DO AND IT TAKES TRUE-TO-LIFE PICTURES ... THE NEW MACHINES TO MAKE THESE COST MORE DOLLARS THAN PEOPLE PAID IN 1954 FOR THE MOTORS AND OUR OTHER PRODUCTS. BECAUSE WE HAD TO BUY NEW MACHINES AND HIRE SOME MORE PEOPLE TO RUN THE MACHINES, SO THAT WE COULD MAKE THE CAMERAS IN OUR LITTLE FACTORY, WE HAD TO BORROW MORE DOLLARS FROM A BANK AND THAT IS WHY YOU GET NO PROFIT.

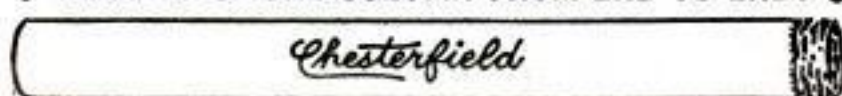
Greatest Cigarette Improvement in 30 Years!



AccuRay, New Electronic Miracle, now
brings you Smoother, Cooler Smoking
than was ever possible before...

Today—discover for yourself what modern science can do to increase your cigarette enjoyment! Try *the* cigarette made the *modern* way — with Accu-Ray! With electronic accuracy, Accu-Ray checks and controls the making of your Chesterfield. So for the first time you get a...

↓ PERFECT-SMOKE-COLUMN-FROM-END-TO-END! ↓



You'll marvel at the *extra* flavor that comes through. Yet because this *measurably* better cigarette *smokes more slowly* — you enjoy a cool mildness never possible before. From first puff to last, Chesterfield gives you a smoke *measurably* smoother... cooler... best for you!

So put a smile in *your* smoking! In the whole wide world, no cigarette satisfies like a Chesterfield!



PUT A
SMILE IN YOUR
SMOKING!

Chesterfield

Made the Modern Way — with *AccuRay*





Gaby

Just what
a body needs...

GABY
SUNTAN LOTION
Guaranteed
TO PREVENT SUNBURN
(or money refunded)

GABY
DEODORANT STICK
IN NEW PUSHUP CONTAINER
Guaranteed
TO PREVENT OFFENDING
(or money refunded)

Also available in Canada
GABY CO., PHILA. 22, PA.



Take A Holiday

FROM
Summer Skin Misery

Cool the burn of heat rash, athlete's foot itch, baby's diaper rash. Use Mexsana, world's largest selling medicated family powder. Buy 79¢ size.

MEXSANA
MEDICATED POWDER

CAVALIER Boot Creme

makes Shoes Look Better... Longer

In all leading colors
at your shoe store or repair shop
CAVALIER CO., BALTIMORE 30, MD.

QUICK RELIEF TUMS

10¢
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

Keep him clean!

Rid your dog of annoying fleas and lice! Convenient, easy-to-use Sergeant's SKIP-FLEA Shampoo kills fleas, removes flea dirt safely and quickly, leaves coat glossy. Stops doggy odor. Especially recommended for hard-water areas. At any drug or pet counter.



Sergeant's® SKIP-FLEA Shampoo

FREE: Sergeant's Dog Book answers all questions on dog care and training. Get your copy today at any drug or pet counter or write: Sergeant's, Richmond 20, Virginia.



BUT NOW THIS LITTLE FACTORY IS MAKING MANY NEW CAMERAS THAT ARE BEING SOLD TO HUNDREDS OF . . . WHEN MORE ARE SOLD, OUR LITTLE FACTORY WILL GET MORE MONEY THAN IT COSTS TO MAKE THE TWO-LENS AND SO WE CAN REPAY THE DOLLARS THAT OUR LITTLE FACTORY HAD TO GET FROM THE BANK. THEN THE FACTORY CAN GIVE MONEY TO YOU AND SO WITH GOOD FOLKS TO MAKE AND SELL OUR PRODUCTS, AND WITH ENOUGH PARTS LIKE THESE AND MONEY TO MAKE GOODS THAT PEOPLE NEED, OUR LITTLE FACTORY CAN GIVE YOU MONEY TO DEPOSIT IN YOUR WHERE YOU SAVE.



AT COMPANY SAFE JOHN VAN VLEET GIVES THE DIAL A SPIN

Double-action

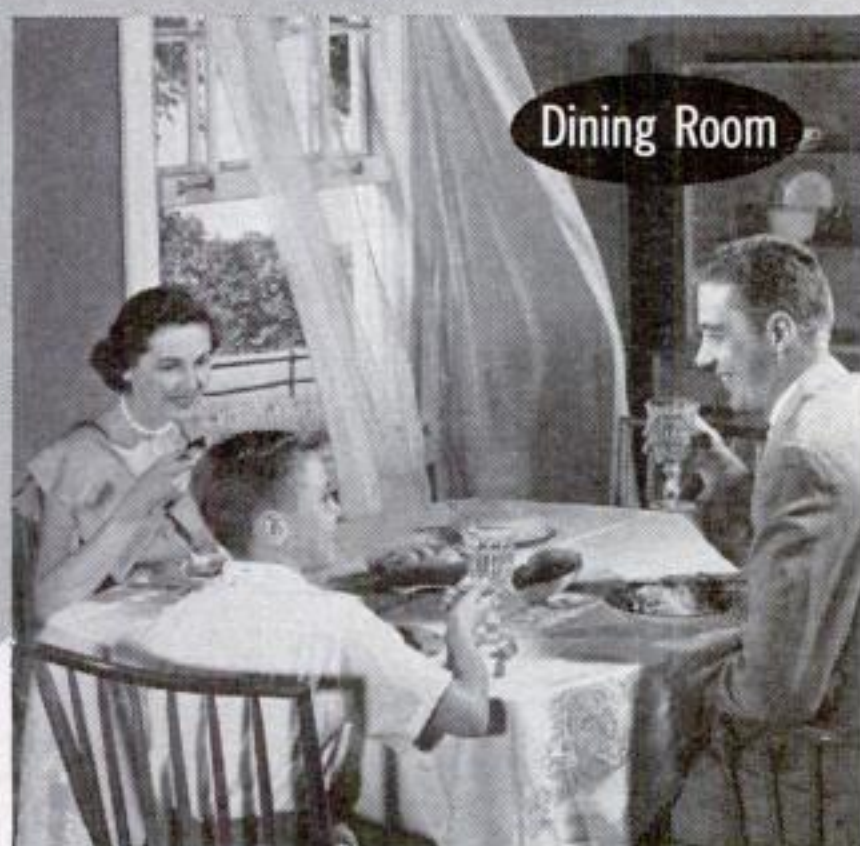
Hunter Window Fan

cools several rooms *for only* **\$59.95***

*18 in. model
22 in. model—\$79.95



Bedroom



Dining Room



Living Room

KEEP COOL THIS SUMMER...AT LOW COST!

Here's good news if you've been dreading the hot summer weather ahead. The beautiful new Hunter Window Fan will comfortably cool *not just one* but several rooms in your home or apartment.

Electrically reversible—This modern fan is electrically reversible...it can be used as a ventilating fan or a circulating fan (see photos at right). High and low speeds regulate both intake and exhaust air movement, as desired.

Smartly styled—The new Hunter is the most beautiful of all window fans. Its light ivory cabinet with spiral silver ribbon grille gives a modern "flush-mounted" appearance. The smart new Hunter harmonizes with all room colors.

Quiet and carefree—Highest quality materials and workmanship assure you the ultimate in quiet, trouble-free performance. Fully guaranteed for 5 years.

No installation expense—The Hunter fits all standard windows. (Special model for casement windows.) No additional wiring is needed... simply plug in.

Why suffer this summer when a Hunter Window Fan costs so little... does so much? Look in the classified section of your directory and phone your Hunter dealer for a demonstration.

For free booklet, write:

HUNTER FAN AND VENTILATING CO.
401 S. Front St., Memphis 2, Tenn.



It ventilates



It circulates

It's electrically reversible for DOUBLE-ACTION cooling

Hunter Window Fan gives you two-way cooling, as demonstrated at left. As a ventilating fan at night, it drives out hot, stuffy air and pulls cool, fresh outdoor breezes into your home. In the daytime, flip the switch to reverse blade rotation and you have a powerful, quiet circulating fan.

Compare these HUNTER FEATURES with any other fan

1. Cools several rooms at once
2. Electrically reversible
3. Two speeds, intake and exhaust
4. Certified air deliveries:
18 in. model moves 2500 cubic feet per minute;
22 in. model, 3400 cfm
5. Whisper-quiet performance
6. Patented air-directing safety grille
7. Adjustable side panels
8. Full 5-year guarantee



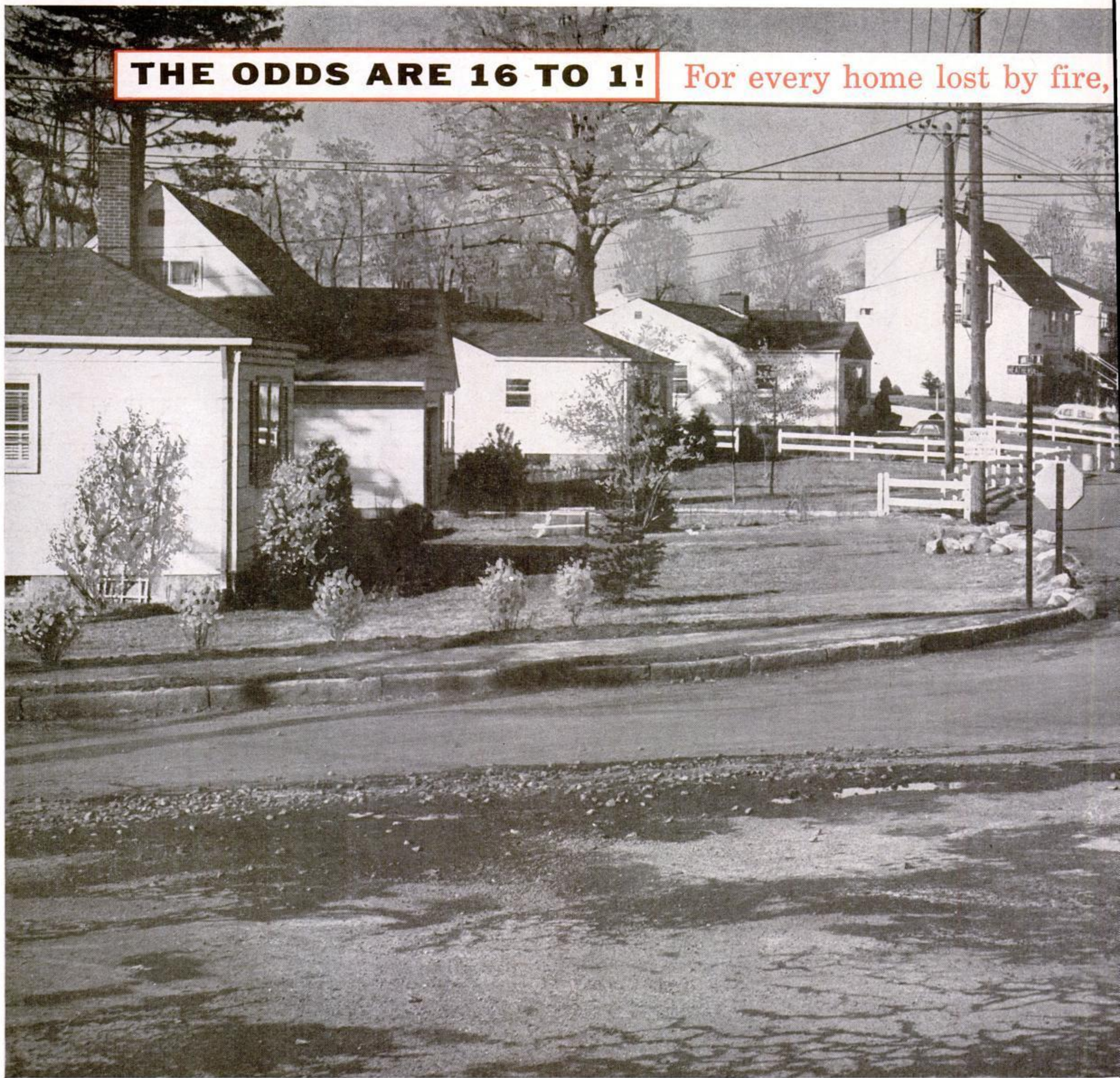
HUNTER Window Fan

For 69 years Hunter has specialized in
highest quality cooling and ventilating fans.

WINDOW • HASOCK • ATTIC • OSCILLATING • CEILING • EXHAUST • INDUSTRIAL FANS • ROOM AIR CONDITIONERS

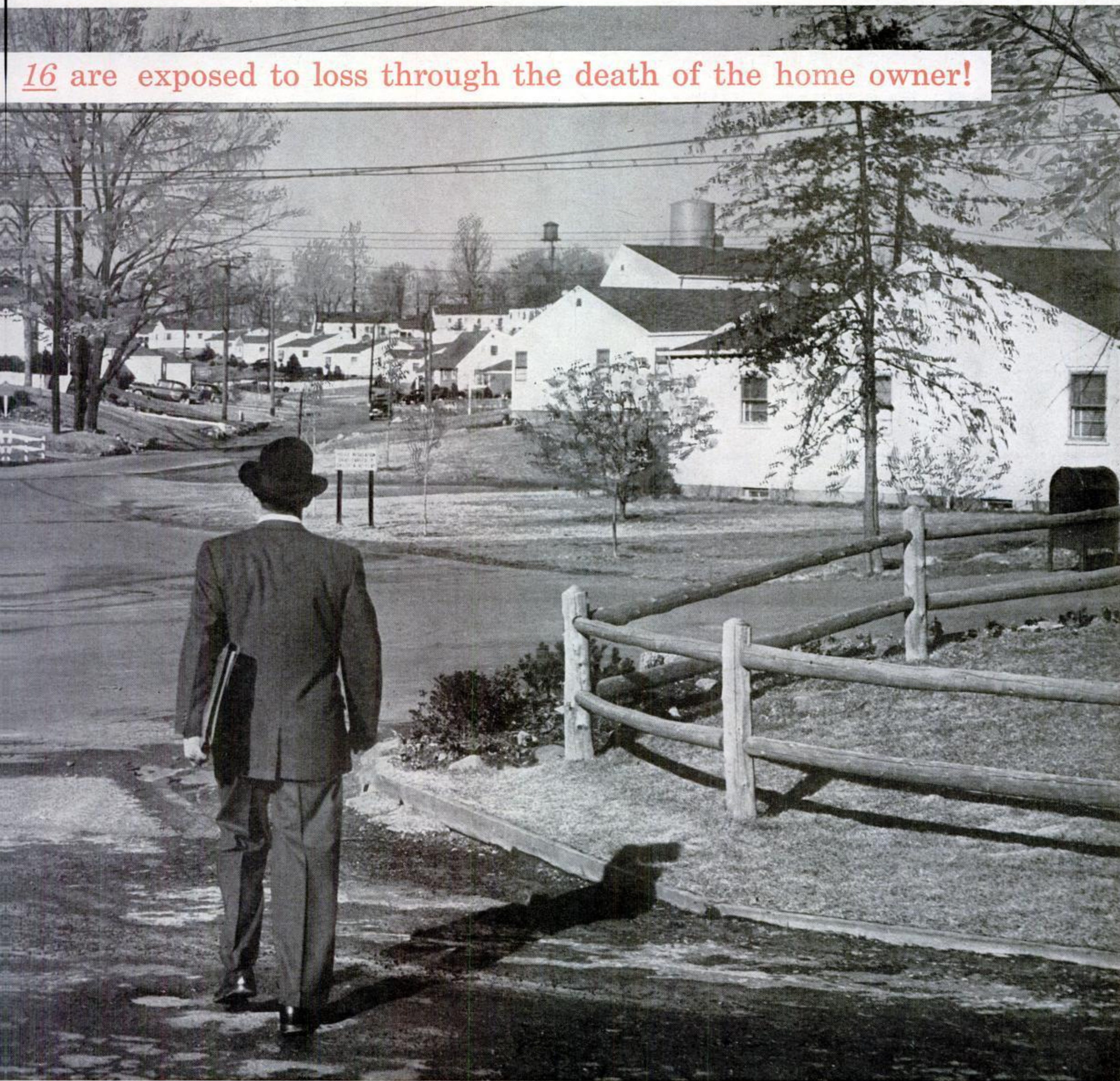
THE ODDS ARE 16 TO 1!

For every home lost by fire,



John Hancock announces its
mortgage redemption
plans at new low cost

16 are exposed to loss through the death of the home owner!



Today's greatest hazard of home-ownership is not fire . . . not storm . . . but the possibility that *you*, as head of the family, *may not live to pay off the mortgage!*

To protect your wife and loved ones—to make sure they'll own their home *free and clear* no matter what happens to you—

It's today's guarantee that *your* family will not lose its home by foreclosure.

If you live to pay off the mortgage, your John Hancock policy gives you many attractive features, including the Retirement Income you've always hoped to have.

See your John Hancock Agent now. Ask him to show you the NEW LOW COSTS now available through John Hancock. See the economies that make it easier to *have* the life insurance you've always needed . . . and *wanted!*

John Hancock now offers you its Mortgage Redemption Plans at *new low cost!*

Secret of this John Hancock new low cost is a sweeping simplification and modernization of life insurance procedures . . . a program designed to bring greater life insurance protection to all.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

DEDICATED TO THE INDEPENDENCE
AND FREEDOM OF EVERY AMERICAN FAMILY

SCIENCE

A PAIR OF EYEGLASSES TO LISTEN WITH

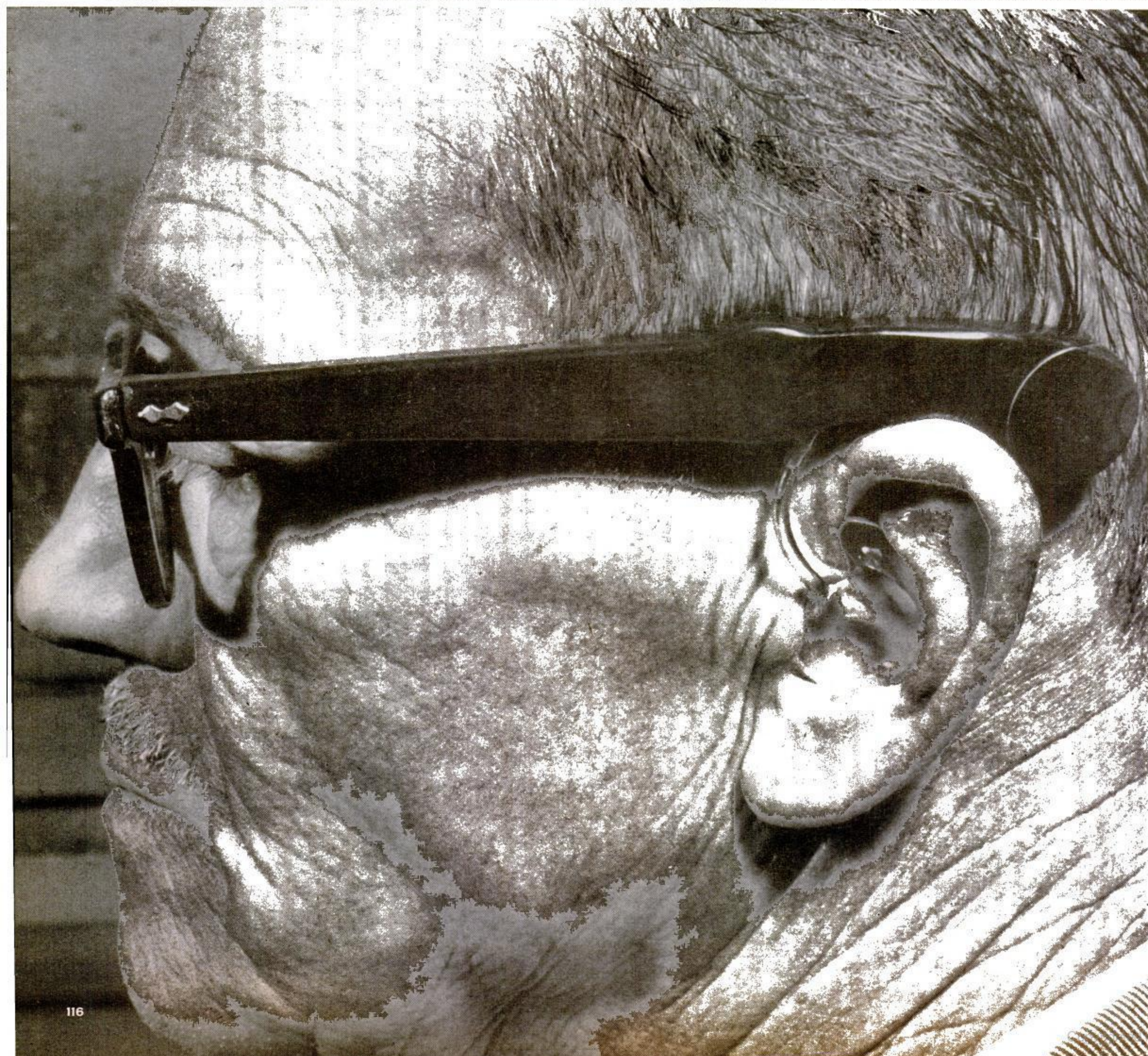
New hearing device is kept almost out of sight

One and a half million people in the U.S. wear hearing aids. But three times as many who need them refuse to use them, often because they feel conspicuous with the wires and ear buttons. Recognizing this reluctance, Otarion Inc., of Dobbs Ferry, N.Y., has started to market a hearing aid built into a pair of eyeglasses. Called the "Listener," it has 187 parts compressed into the sidepieces (*right*) with only a short, transparent ear tube to betray what it really is. Since most people who are hard of hearing are middle aged, they wear glasses anyway and can simply have lenses put into the frames. The idea has so impressed one of the biggest manufacturers in the field that it is developing its own eyeglass hearing aid.



TRANSPARENT "LISTENER," a demonstration model, shows tiny transistors, and battery near ear tube. It has round ear plug instead of usual ear mold.

OTARION PRESIDENT LELAND ROSEMOND WEARS REGULAR "LISTENER" WHICH HIDES EQUIPMENT. IT WEIGHS 2½ OUNCES, OUNCE MORE THAN ORDINARY FRAME



All the Speed...and Quiet Comfort, too!

Lockheed Proudly Invites

discriminating travelers to enjoy the unique combination of speed and quiet in its new Super Constellations, the *largest, roomiest* airliners in the world today.

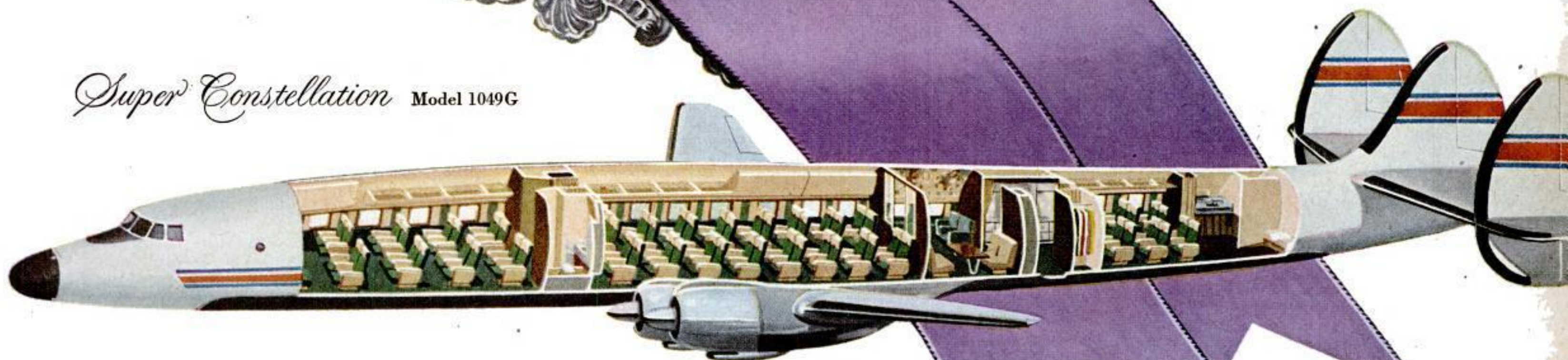
New Super Constellations enjoy the advantages of the familiar Lockheed design for smoother takeoffs and landings, for stability in the air. More powerful Wright turbo-compound engines provide faster schedules. Advanced engineering gives you far more comfort—the best air conditioning, the widest aisles, the biggest seats, the largest windows, and by far the best sound-proofing—for those who want to *enjoy* travel.

Quiet, quiet, quiet comfort in a 5-cabin interior designed by Henry Dreyfuss. You'll like the new color, the thick carpets, the individual lighting, the added privacy, the starlight lounge with murals by Richard Haines.

Once you fly on a Super Constellation, you'll know why it is the choice of leading airlines, flying over every ocean and every continent.

LOCKHEED

Super Constellation Model 1049G



FLY SUPER CONSTELLATIONS ON THESE 18 WORLD AIRLINES

AIR FRANCE • AIR-INDIA INTERNATIONAL • AVIANCA • CUBANA • DEUTSCHE LUFT •
HANSA • EASTERN AIR LINES • IBERIA • KLM • LAV • NORTHWEST ORIENT AIRLINES •
PAKISTAN INTERNATIONAL • QANTAS • SEABOARD & WESTERN • TAP • THAI AIR-
WAYS • TRANS-CANADA AIR LINES • TWA-TRANS WORLD AIRLINES • VARIG

Now in your Grocer's dairy case

New! Pillsbury



Quick Cinnamon Rolls

...Serve them piping hot in minutes!

NOT A MIX! 8 cinnamon rolls in an easy-open can...all you do is bake 'em!



A twist of the wrist and you're baking. Just put 'em on a cookie sheet for crispy rolls or *sides touching in a cake pan* for higher, softer rolls. Nothing else to do, already spread with cinnamon and sugar. Taste this new kind of cinnamon roll . . . heavenly light.



Fresh dough keeps fresh in your grocer's dairy case . . . keeps fresh in your own refrigerator . . . like milk, cream, cheese and other fine fresh foods.



*"Another new Pillsbury
Fresh Dough Time-Saver"*

Draws free as a breeze...



FILTER TIP TAREYTON

comes through with

the flavor you want!

NOW ENJOY the best in filtered smoking—charcoal-filtered for mildness. You get all the full, rich taste of Tareyton's famous quality tobacco. Tareyton's filter is the only one with the world-famous purifying agent, Activated Charcoal... the only one with a genuine cork tip. It's the filter cigarette you'll enjoy smoking.

LOOK FOR THE PEARL-GRAY ACTIVATED CHARCOAL FILTER

CHARCOAL-

FILTERED

FOR MILDNESS



TAREYTON REGULAR,
famous for quality...
the king size cigarette with
the genuine cork tip.



PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

©A.T.CO.

MUSIC



YOUNGSTERS AND TEACHERS BANG TUNEFULLY TOGETHER ON PIANOS, LED BY CONDUCTOR (TOP LEFT). ORGAN PLAYERS (RIGHT) AWAIT THEIR OWN NUMBER

Kids on the Keys

380 PUPILS PLAY PIANOS AT ONCE

In the biggest collection of pianists ever playing at once, 380 junior high school students and 23 teachers from all over Michigan sat down last week at 204 pianos in Olympia Stadium, Detroit and ripped into a mass rendition of *Skaters' Waltz*. This feat was part of a festival sponsored by Grinnell's, a chain of music stores, which provided all the pianos and organs. The concert so impressed the listeners that they bought 45 pianos.



JUMBO CIRCUS DAYS



**STEP RIGHT UP!
BUY ONE—GET ANOTHER FREE!**

YOU WANT
Plenty of Pep
FOR FUN AND PLAY—
in Summer
MORE THAN EVER!



★
**REXALL
SUPER
PLENAMINS**
★

**Rexall
SUPER
PLENAMINS**
plus RED VITAMIN B₁₂

MULTIPLE VITAMINS
with MINERALS
VITAMINS A, B₁, B₂, B₆, B₁₂, C, D
ACID - NIACINAMIDE
CONCENTRATE
IRON
TABLETS

36-DAY
SUPPLY
\$2.59
ONLY

**11 VITAMINS AND 12 MINERALS
IN ONE DAILY TABLET**



Summer heat can sap your energy—kill that vitality you enjoyed in cooler weather. Summer activities and sports make extra demands on your energy, too. That's why you may need **Super Plenamins** now more than ever, for important vitamins and minerals to supplement your diet... restore your vitality.

10-Wk. Supply of 72 Tablets, \$4.79

Rexall Super Plenamins supply more than your Minimum Daily Requirement of all those vitamins for which minimums have been set—plus vitamin B₁₂, folic acid, and true liver concentrate. Plus 12 important minerals including calcium, phosphorus and 1½ times your daily iron and iodine needs.

Don't miss out on all the summer fun! Get **Rexall Super Plenamins** now!

Economy-size Bottle of 144, \$7.95

One Super Plenamin a day gives you . . .

MORE
VITAMIN A

MORE
VITAMIN B₁

MORE
VITAMIN B₂

MORE
VITAMIN C

MORE
VITAMIN D

MORE
NIACIN



than
3 quarts
of milk



than 2
loaves en-
riched bread



than
10 pork
chops



than
1
orange



than
5
eggs



than
1 lb.
lima beans

HEARTBURN? BELCHING?

**REXALL
BISMA-REX
MATES**



Two 89¢
bottles of 75
Both only

Easy-to-take antacid
tablets for quick and
prolonged relief from acid
indigestion.

QUICK PUSH-BUTTON SHAVES

**NEW STAG
AEROSOL
SHAVE CREAM**



Two \$1.00 cans
Both only

Popular, rich cream
now in handy Aerosol
dispenser for
a quicker and
smoother,
cleaner shave.

STAY FRESH ALL DAY

**NEW CARA NOME
DEODORANT
LOTION**



Two \$1.00 bottles
Both only

New, creamy-smooth
anti-perspirant for
long-lasting
protection.
Harmless to
finest fabrics.

COOLS "BURNING" SKIN

**STAG
SHAVING
LOTION**



Two \$1.00
6-oz. bottles
Both only

Tones face in zippy,
bracing manner. Ideal
skin freshener
—after you
shave or any
time between.

POPULAR SUMMERTIME VALUES

DOUBLE YOUR MONEY-BACK
GUARANTEE

**CARA NOME
SUNTAN
LOTION**

4-oz.
bottle

Double your money
back if you don't
agree this is the best
you ever used!



WINDBLOWN?

**STAG
HAIR PRODUCTS**



From
40¢

Cream Hair Tonic, 3 oz., 43¢;
6 oz., 79¢; 5-oz. Aerosol, \$1.25;
Hair Dressing, 4 oz., 60¢;
Hair Oil, 3 oz., 40¢; 6 oz., 75¢

FOR SMOOTH, CLEAN SHAVES
STAG SHAVING CREAM



Only **50¢** Bay Rum, 3¼ oz.; Brushless,
4.8 oz.; or Cooled, 3¼ oz.

Rexall Thermorex Tablets help prevent heat cramps and exhaustion. A combination of salt and dextrose. Bottle of 100. . . . 49¢
Bisma-Rex for Acid Indigestion. Rexall's exclusive formula. Powder, 4¾ oz. . . . 89¢
Rexall Fungi-Rex Aerosol for Athlete's Foot. Spray-on relief. 4 oz. . . . \$1.59
Rexall Fungi-Rex Greaseless. 1½ oz. 75¢
Rexall Gypsy Cream for Sunburn Relief. 8-oz. lotion or 4-oz. ointment. . . . 69¢
Rex-Eme for Skin Irritations. 5½ oz., 65¢
Rex-Salvine for Burns. Salve, 1½-oz. tube, only 57¢; push-button 5-oz. Aerosol. . . \$1.39
Rexall Sunburn Cream. Swift and prolonged relief. 3 oz., 69¢; 5-oz. Aerosol, \$1.49
Rexall Chlorophyll Mouth Wash. Foaming action gets where brush can't. Pint. . . . 79¢
Rexall Alco-Rex Rub. Pint, only. . . . 49¢
Rexall Skin Antiseptic. First aid for minor cuts and scratches. 1-oz. bottle. . . . 33¢

Rexall Aspirin. No finer, faster-acting aspirin made—at any price! And every tablet contains five full grains of aspirin—so you're assured quick relief. Bottle of 100. . . . 54¢
Rexall Children's Aspirin. 50, 1-gr., 35¢
Rexall Eyelo Drops relieve irritation, make eyes sparkle, blend with natural eye fluids. New squeeze-a-drop bottle, 1 oz. . . . 79¢
Elkays Fly-Charmer. Effortless fly killer. No spray, no stain, no odor. Just set it up anywhere to attract, kill house flies. 8 oz. of solution with dispenser. . . . \$1.98
Rexall Motion Sickness Tablets. 12. . . 89¢
Rexall Monacet APC for Headache. Combines aspirin, phenacetin and caffeine for quick, prolonged relief. 100. . . . 79¢
Rexall Calamine Lotion, USP. Won't settle or rub off. 4 oz., 35¢; ½ pt., 57¢; pt. . . \$1.02
Rexall Eudicalma Cream for skin irritations. Soothes, relieves. 1½-oz. tube. . . 65¢

Rexall drug products are guaranteed to give satisfaction or your money back

AT YOUR **REXALL** DRUG STORE

NOW THROUGH JULY



BIG TOP BARGAINS - BUY TWO AND SAVE!

SOOTHE IRRITATED EYES

REXALL EYELO

Two regular 69¢ 1/2 pints Both only

89¢

Cooling lotion soothes eye irritation caused by dust, wind, smog, and excessive sun or bright interior lights. Both soothes and refreshes. With handy unbreakable eyecup.

BUY TWO - SAVE 49¢



KILLS INSECTS FAST ELKAYS AEROSOL INSECTICIDE

With DuPont's Methoxy-chlor—contains no DDT. Kills flies, mosquitoes, flying moths, ants, roaches.

BUY TWO - SAVE \$1.29

Two 12-oz. regular \$1.59 cans Both only

\$7.89



CONSTIPATED?

REXALL GLYCERIN SUPPOSITORIES

Give prompt, effective relief—usually in less than a half hour. Firm yet pliable. Adult or Infant.

BUY TWO - SAVE 32¢



Two regular 43¢ jars of 12 Both only **54¢**

They Stick Better; Stay Put

REXALL PLASTIC QUIK-BANDS

BUY TWO - SAVE 19¢

Two regular 39¢ boxes of 33 Both only

59¢



Waterproof, flesh-colored adhesive bandages made with Rexall's exclusive Pro-Cap formula tape—less irritating to the skin than ordinary tape.

3-Ring Values PRICES CUT!

Cape Cod 1/2-Gal. Jug Cut 40¢. Keep picnic beverages hot or cold with this streamlined 2-quart jug. Easily cleaned—thoroughly insulated with Fiberglas. Exterior design is humorous picnic scene drawn in four colors by famous cartoonist. Buy matching cooler below for picnic foods. Jug, reg. \$2.19, **\$1.79**

Cape Cod Cooler Cut 76¢! Holds 1 gallon, keeps food or liquids piping hot or icy cold for hours. Makes a fine ice bucket. Has specially treated aluminum liner, insulated with Fiberglas. Outside is decorated with same gay picnic scene as on matching 2-qt. jug above. This gal. cooler, reg. \$3.95, now **\$3.19**

Save 39¢ on Rex Swim Kap! Keep your curls neat and dry. Popular aviator style of molded rubber. Regular 98¢, now.... **59¢**

Insulated Plastic Bag Reduced \$1.51! Big, sturdy 16x11x8-inch red plastic bag for ice cubes and soft drinks. Thoroughly insulated to keep them cold for hours. Holds at least 18 beverage bottles or cans, plus plenty of ice. Easy to carry by double-stitched carrying straps. Top opens wide for easy access—has zipper around three sides. Regularly sells for \$4.50, now only..... **\$2.99**

Men's & Ladies' Billfolds Cut \$1.81! All genuine leather, individually boxed. Men's styles have pass case, come in a choice of tan, brown or black. Ladies' in black, red or green. Regular \$3.50, now each only **\$1.69**

Save \$3.46 on Ansco Flash Camera Outfit! Easy-to-use Shur-Flash box camera complete with plug-in flash attachment that makes indoor and night pictures easy, 4 flash bulbs and three rolls of Ansco film in gift box. \$9.45 value, now (tax included) **\$5.99**

\$1.51 Saving on Adrienne Hair Brush. Professional style—keeps your locks lustrous when used regularly, has long-lasting nylon bristles. \$2.50 value, now in July only **99¢**

Save on Writing Paper, Envelopes! Your choice of all white or multi-pastel colors, 50 sheets or 30 envelopes. Linen-finish paper, in cellophane packs. Reg. 25¢ each, now **21¢**

Folding Syringe. Defender brand, made of Latex. Holds 2 qts., is easy to tuck away at home—very compact, so is ideal for traveling. Regular \$2.25, now only..... **\$1.59**

Big Savings Now on First Quality Nylon Hosiery! 51 gauge, 15 denier, plain or dark seam, reg. \$1.29, now **99¢**, 3 prs. only **\$2.89**; 60 gauge, 15 denier, with plain seam, reg. \$1.39, now **\$1.09**; 3 prs. only..... **\$3.19**

These suggested retail prices are effective through July 31, 1955 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, Calif.

Rexall

Your Rexall Druggist is a prescription specialist...dedicated to the health and welfare of your community.

Shopping Bag FREE!

KLENZO FACIAL TISSUES

Top quality tissues—soft yet strong. White or colored. Only **84¢**



Save \$1.00 on Picnic Jug!

CAPE COD GALLON SPOUT JUG

Keeps picnic beverages hot or cold. Self-attached spout cap just can't get lost.



Regular \$3.98 Now only **\$2.98**

KEEP COOL - SAVE \$1.46

REX-RAY 8-INCH FAN

Sturdy, dependable, and quiet-running. Double-duty base lets you stand it anywhere or hang it on wall or door. 6-foot cord.

Regular \$5.95 Now only **\$4.49**



Ladies' Sunglasses, Save \$1.33! Big assortment of colors to match your summer clothes. \$2.00 values. Save now. Each only..... **77¢**

Cannon Beach Towel, A real value! Big 28"x54" towels of heavy terry cloth in 5-color choice. Buy several now. Each only... **99¢**

Paper Plates, Packs of ten 9", heavy-weight paper plates in assorted colors. Regular 3 for 57¢; Now stock up and save at only..... 3 for **47¢**

Plastic Garment Bag Set, Buy ladies' 25"x65" size, get men's 25"x46" size FREE! 88¢ value; Now..... **49¢**

Now 96¢ Off during Sale!

REX De Luxe ALARM CLOCK

Accurate 30-hour clock has ivory polystyrene case. Just 1 key to wind for both time and alarm. Regular \$4.95



Now only **\$3.99**

Specially Priced during July!

"SPORTS DUO" WRIST WATCHES

Smart style for men and women. With two straps for wear on wrist or belt. Shock resistant and anti-magnetic—have luminous dial and red sweep-second hand.



Only **\$6.88**

DECORATED SUEDINE MOCCASINS

Soft and pliable, yet long-wearing. Feather-weight and waterproof. Choice of four colors. Small, Med., or Lge.

\$1.50 value Now only **99¢**



You can depend on any drug product that bears the name Rexall

A Family Cache of Picassos



EARLY WORK IS FOUND AT SISTER'S IN SPAIN

Though it has the most famous artist in the world for a relative, the family of Pablo Picasso in Spain has managed to remain surprisingly obscure. But an enterprising young American named Rosamond Bernier, who publishes with her French husband the art magazine *L'Oeil*, recently paid a call on Picasso's sister, Doña Lola de Vilato, in Barcelona and found not only a houseful of lively Latins but a trove of undiscovered Picasso paintings.

Some—done in a somber, realistic style—were painted by Picasso in his early teens before he left home. Others, in bright colors with curious designs, were done in 1917 when the artist was 36. During the summer of that year Picasso arrived in Barcelona with the Diaghilev Ballet Russe, for which he had designed some sets. He settled down with one of the ballerinas, whom he later married, and launched into an outburst of painting.

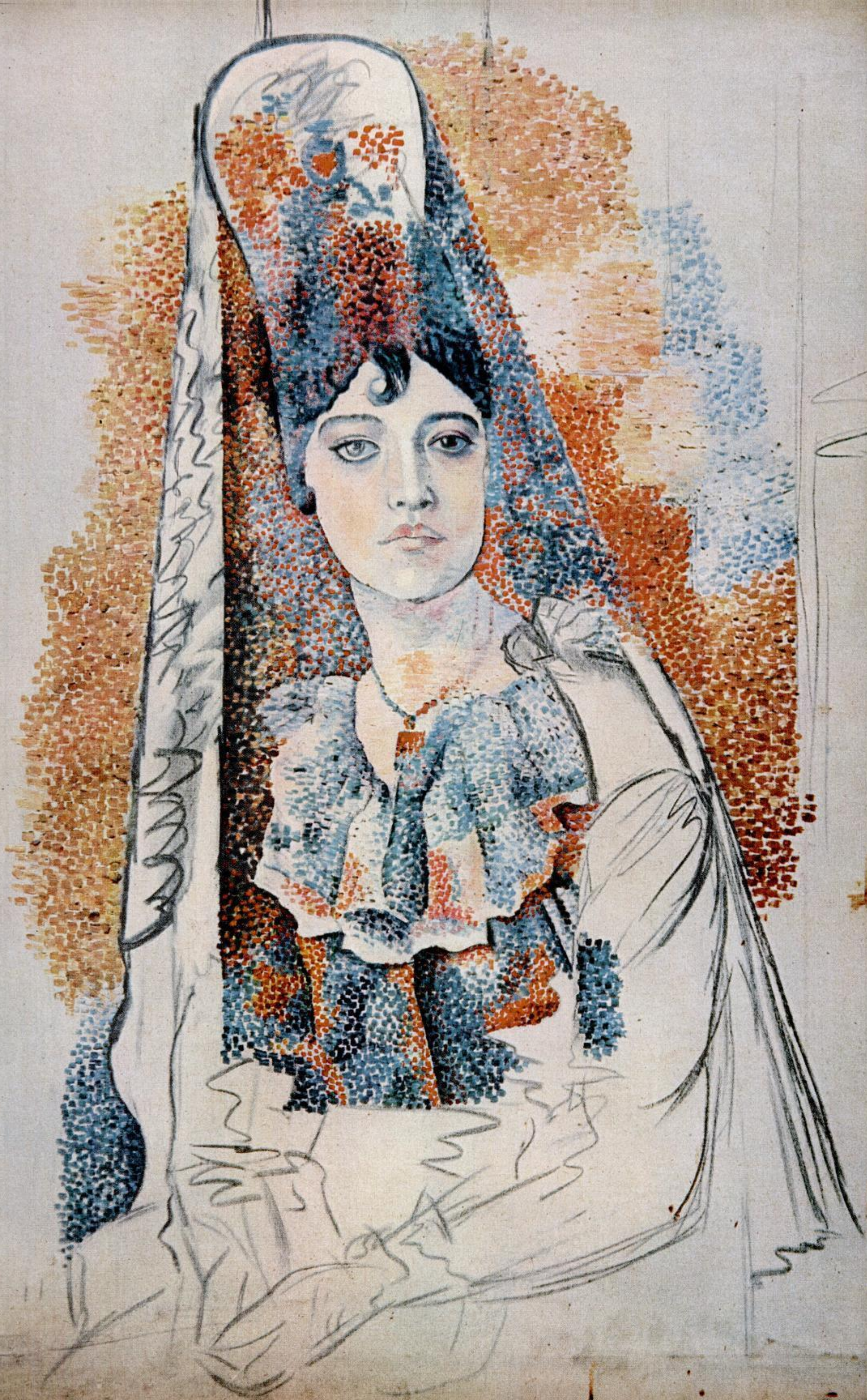
After three weeks Picasso returned to France leaving his canvases in his sister's home. There they repose today, stacked in a dust-laden clutter or hung askew on the walls. But they are highly esteemed by the spontaneous, bohemian Vilatos who would never dream of selling them and who like to wander through the shadowy rooms of their apartment, holding matches up to get a better look at "Uncle Pablo's" work.



VILATOS AT HOME in Barcelona sit around wine decanter while the artist's nephew Pablín plays guitar, nephew Jaime sings. Sister Lola, semi-invalid of about 70, is wrapped in sheets for night round of music. Picture on wall is a Picasso.

SPANISH BELLE in a mantilla was painted in 1917 in dabs of color reflecting technique of 19th Century French "pointillists." The posterlike style of the unfinished painting is an oddity even for the ever-changing Picasso.

PICASSO AT HOME at his villa in Cannes lounges on his large bronze sculpture of a goat guarding a doorway. Recently bought by the 73-year-old artist, the handsome villa has 18 rooms but Picasso makes use of only three of them.





GRIM GIRL seemingly seated in a chair was reduced by Picasso to a flat design of interlocking ellipses, sharp angles and blue skin. This curiosity is unlike any painting done by the artist before.



GRILLED BALCONY of artist's studio looked out on monument to Columbus and boats in the harbor. Gay colors and energetic composition show Picasso's response to the brightness of Barcelona.



SINEWY WAITER grasping knife, fork and a dish of fruit was flattened by Picasso into cardlike pattern. Only the hand and utensils remain realistic, providing provocative clues to the subject.



CUBIST COMPOTE is the same dish Picasso included in the picture at bottom left. As element of counterpoint, he painted the shadow of the compote as a bold pattern echoing the curved contours.

PRE-FOURTH OF JULY SHINE-UP SALE



SIMONIZ LIQUID KLEENER

Just wipe on, let dry, wipe off, and your car is clean, bright, smooth as silk. Takes off dirt, road film, other elements that dull the finish. A *must* before using any wax; handy for quick clean-ups.

98¢
one pint

SIMONIZ E-Z-2 CHROME AND METAL CLEANER

Rust is the worst enemy of chrome and metal. E-Z-2 takes it off! Safely. Quickly. Easily... without hard rubbing. Also wipes away other types of discoloration.

50¢
½ pint



SIMONIZ WHITESIDE TIRE SPRAY

98¢
12 oz.

Easiest ever! Just squeeze and spray liquid on tire, wipe and rinse—your tire's white as new! No rubbing... makes whitewalls snowy white.

SIMONIZ TAR REMOVER

Cuts through tough, sticky tar on car finish. Takes off oil, grease, other elements that cleaners won't remove. Easy to apply. Can't harm finish.

75¢
½ pint



SIMONIZ SPRINT CAR WASH

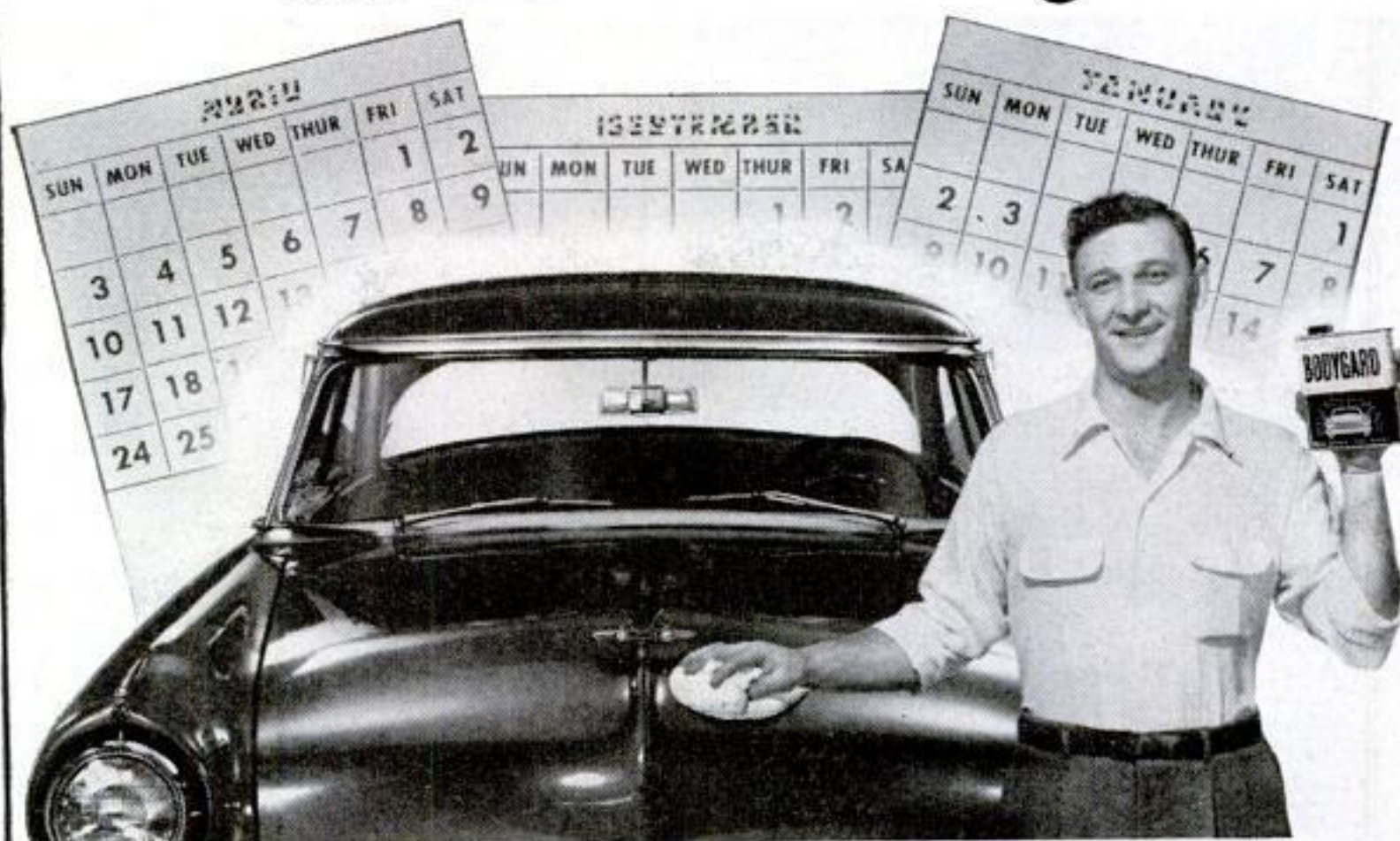
Washes your car clean without removing valuable wax protection. Easy! No muss. Dissolve one tablet in tap water, any temperature. Then float off the dirt. 12 Giant Tablets per roll—12 Washings.

75¢
12-Tablet Roll

"SIMONIZ," "BODYGARD," "KLEENER," "E-Z-2," "WHITESIDE," and "SPRINT" are trademarks of Simoniz Company



What good is a "short-life" shine?
**Liquid Bodygard protects
all season long!**



Most polishes that promise to *both* clean and shine your car—are *cleaners*, and nothing more. They leave a thin gloss, but give your car no protection. Compare them with these *Bodygard* features:

- **PROTECTS**—Bodygard wipes on wet, but dries to a tough, rock-hard coat. Keeps destructive road and weather elements off the finish of your car. Stops color fade-out.
- **LASTS**—Rock-hard Bodygard stays bright... keeps on protecting your car. One application will last right through a three-month season.*
- **EASY**—Bodygard's a liquid. As easy to apply as any "clean-and-shine" polish. Just wipe it on.

True Simoniz Quality
in a Liquid Car Wax
Only

98¢

Use a SEPARATE Cleaner FIRST!

Sorry—but no matter *what* you *hear*, combination "clean-and-shine" polishes *cannot* protect your car.

So be sure to use a *separate* cleaner. Before you use Bodygard, give your car a fast once-over with Simoniz Liquid Kleener. It's quick, thorough, easy!

*The life of the toughest protective wax varies slightly with use of car, and amount of exposure.



Only Polaroid[®] Sun Glasses Turn Off the Glare



Don't squint in the sun! Wear Polaroid Sun Glasses and look better, see better on sunny days. Only Polaroid Sun Glasses turn off reflected glare—where other sun glasses merely dim it.



See the difference! Hold a pair of Polaroid Sun Glasses vertically and look at the glare off a shiny surface. Then: turn them to a wearing position. See how Polaroid turns off reflected glare completely.



U. S. REG. BY POLAROID CORP.

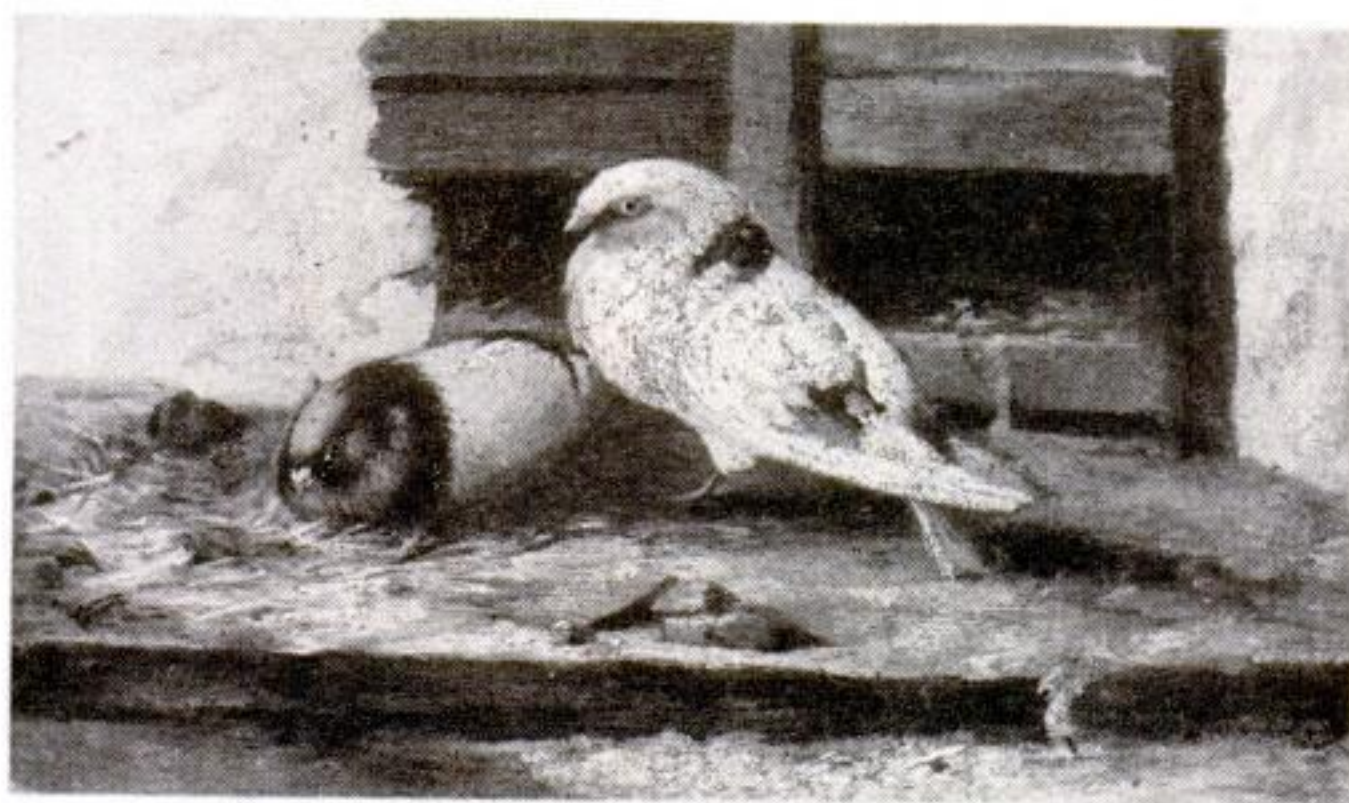
Polaroid SUN GLASSES

MANY NEW STYLES AND COLORS

79¢ 98¢ \$1.98 \$2.98 \$3.95

PICASSO CONTINUED

OLD STYLES OF HIS YOUTH



PAIR OF PIGEONS were painted by Pablo Picasso and his father José, an art teacher. Pablo showed such talent for drawing as a child that his father gave him careful academic instruction and, as his eyes began to fail, had his son complete details of his paintings, like the feet of pigeons above.



BLIND BEGGAR was sketched by Picasso in 1903 when, out of money, he had to leave Paris and go back to Barcelona to live at home with his family.



FAMILY ART decorates room in which Picasso's nephews, Jaime and Pablín, who are doctors, receive patients. On wall hangs portrait of an aunt whom Picasso painted when he was 16. Below are sculptured heads by another nephew who lives in Paris. Under crucifix is landscape by Picasso's father.

TENSE NERVOUS HEADACHES call for STRONGER Yet SAFER ANACIN[®]

**Won't Upset
The Stomach**

Anacin not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today!



INDIGESTION VANISHES!

**New Mints, Medically Proven
Quickly RID STOMACH OF GAS**

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast. Your indigestion vanishes! That's because new BiSoDol[®] Mints contain incredibly fast BiSoDol medication—the kind doctors recommend. Don't suffer acid indigestion. Feel wonderful fast with new BiSoDol Mints. At all drug counters.



Footlets

**BARE LEGGED
NECESSITIES!**

FOOTLETS are designed to really fit fashion shoes and—Milady!—they are just wonderful for every occasion. FOOTLETS are available in sheerest runproof tricot nylon—newest Helanca s-t-r-e-t-c-h nylon and each pair can provide the blessed bonus of girdle-free comfort. So—go happy, go bare-legged in FOOTLETS—Dame Fashion lauds lovely bare legs and FOOTLETS pampers every single toe.



Full Footlets



Back Strap Footlets



Toe Guard Footlets

*Power Grip—stay up heels delicately padded—newly available.

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Footlets are available in fine list too.

CONTINUED ON PAGE 130

New **ANSCO** All-Weather Film **"SEES RED"** to give you Better Pictures!

New, exclusive R-S sensitizers are the secret of better-looking pictures with this regular-price black-and-white film!

All the familiar "chrome-type" snapshot films are color-blind to red. That's why lips are often black smudges in your pictures...why complexions sometimes have a "muddy," blotchy look...why bright-colored clothes may turn out dark.

New Ansco All-Weather Film is *scientifically different* because this new-type panchromatic film "sees red" in its natural brightness. That's why you get clearer, brighter black-and-white pictures in sunshine, shade, or with flash! Ansco, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality."



Get This New RED BOX!
 Single rolls priced the same as ordinary "chrome-type" film. Save 15¢ with the Ansco 3-Roll Pak!

Every roll is climate-proof packed



With Ordinary "Chrome-Type" Film lips and hair are unnaturally dark, and the bright red stripes of the jacket actually disappear completely into its black background!



With Ansco All-Weather Pan Film lips and hair show up in their natural brightness, while the red stripes in the girl's jacket now appear in lively tones of gray!

● Lips... complexion... hair... clothes... they all look better on this new Ansco All-Weather Film!

NEW **Ansko** ALL-WEATHER PAN

The premium-type panchromatic film at the regular price!



Your most important summer "accessory" isn't shown!

Together with the Japanese shoe, the over-size wicker carryall—and the delightfully unexpected revival of the parasol—comes another important Summer "accessory" that adds even more to your femininity: Tampax.

Tampax is so important in helping you maintain the light, lovely look of Summer at all times. It never betrays its presence in any manner... not by a belt, a pin or a telltale "edge" line... not even by odor.

For Tampax is worn internally... in the really nicer way that many modern women use protection. The Tampax itself is safeguarded by a disposable applicator so that your hands needn't even touch the pure white cotton. It's quick to insert, quick to change, and easy to flush away.

It goes without saying that you can swim, shower or tub while wearing Tampax. (Have you seen the new bathing suits?... Scantier than ever and definitely two-piece.) Tampax is handy to take on trips... a whole month's supply slips into your purse.

Cool and comfortable, Tampax prevents chafing and irritation on "those days"... does away with "special" perspiration problems.

Why remind yourself constantly it's "time-of-the-month" by buckling yourself into a hot, uncomfortable belt-pin-pad harness? Change to lighter, freer, Tampax—and be glad!... Choice of 3 absorbency sizes at drug or notion counters: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.

PICASSO CONTINUED



DELACROIX'S "ALGERIAN WOMEN," PAINTED IN 1834, HANGS IN LOUVRE

TRICKS OF HIS OLD AGE

While some of Picasso's earlier experiments lie tucked away in Barcelona, his latest are on view in a big retrospective show of his works in Paris. The new attractions are variations on a theme suggested by a harem scene painted by the 19th Century French Romanticist, Delacroix. In two months Picasso rang 14 changes upon the theme, putting the languid ladies through contortions Delacroix never dreamed of.



EIGHTH VARIATION HAS CURVACEOUS WOMEN LIKE THOSE OF MATISSE



FINAL VARIATION TURNS THE RECLINING NUDE INTO A CUBIST PUZZLE

NCB Travelers Checks



GREAT FOR GOING PLACES!

It's no trick to travel high, wide and handsome, when you carry National City Bank Travelers Checks! They give you a real lift—free you from worry about lost or stolen travel funds. Known as "The Traveler's Friend," they are spendable like cash everywhere, and so safe. You get a quick refund in full if they are lost or stolen. Cost 75¢ per \$100. Buy them at your bank.

The best thing you know
wherever you go

NATIONAL CITY BANK TRAVELERS CHECKS

Backed by
The First National City Bank of New York
Member Federal Deposit Insurance Corporation

STOP MOSQUITO BITES!

and bites from
BLACK FLIES and CHIGGERS

with

6-12
TRADE-MARKS
SIX • TWELVE

Insect Repellent

IN THE FAMILIAR

BOTTLE OR THE

POPULAR NEW STICK

only 49¢

at drug, sports, and
variety stores

6 New and Better Recipes

Made Possible by Carnation's Special
Blending Qualities and Double Richness

No other form of milk will do



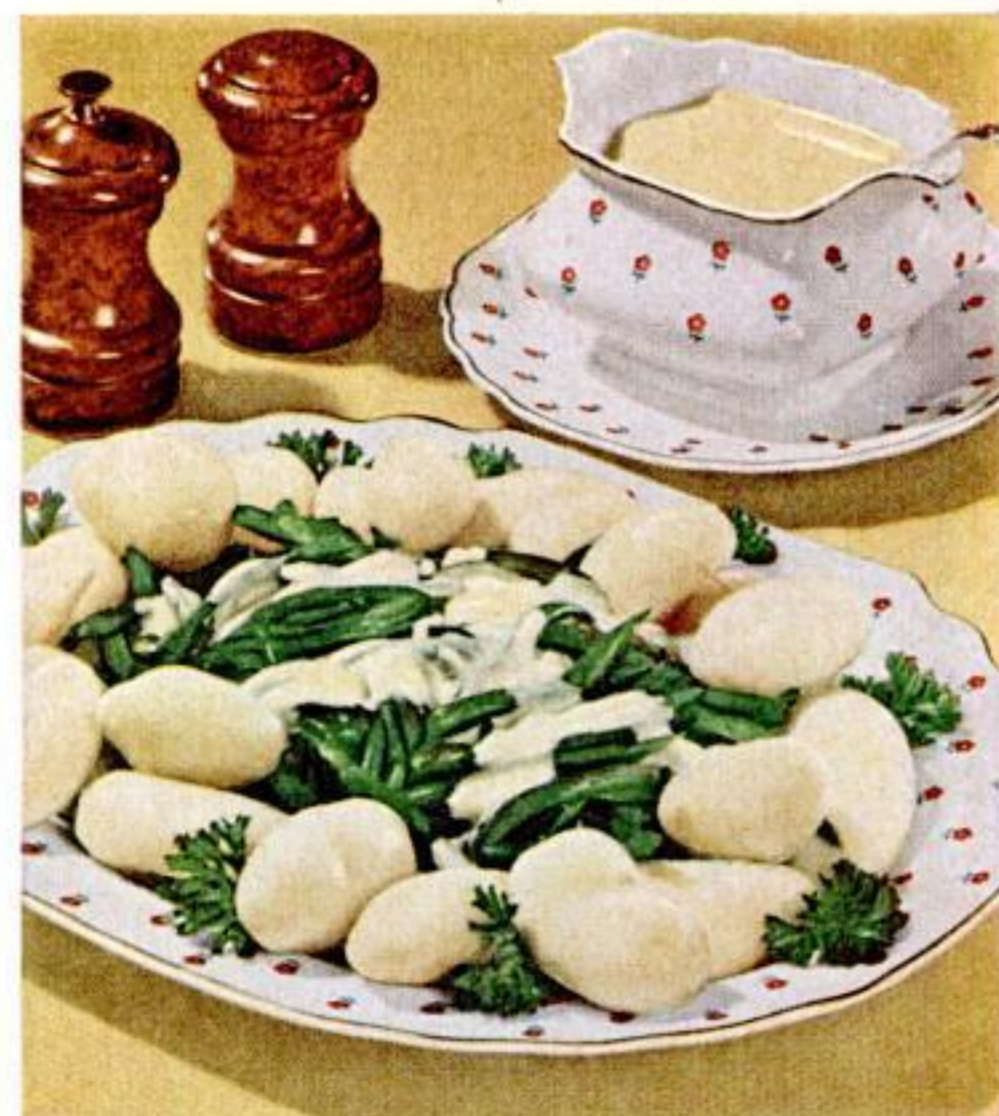
CARNATION FAILURE-PROOF GRAVY

Special qualities of Carnation make it blend better than ordinary milk. Your gravies are smoother. Tastier, too. They never separate—you never have a failure. Simply blend $\frac{1}{4}$ cup seasoned flour with $\frac{1}{4}$ cup meat drippings in a heavy skillet over low heat until smooth. Gradually add mixture of $1\frac{2}{3}$ cups *undiluted* Carnation and $1\frac{2}{3}$ cups water. Stir constantly over low heat until smooth and thickened.



CARNATION 5-MINUTE FUDGE

No beating, "soft-ball" tests or candy thermometers needed! Just combine $\frac{2}{3}$ cup *undiluted* Carnation with $1\frac{2}{3}$ cups sugar in a saucepan. Heat to boiling, then cook 5 minutes, stirring constantly. Remove from heat, add $1\frac{1}{2}$ cups diced marshmallows, $\frac{1}{2}$ cup chopped nuts, $1\frac{1}{2}$ cups semi-sweet chocolate bits, 1 teaspoon vanilla. Stir until marshmallows dissolve. Pour into buttered 8" or 9" square pan.



CARNATION "LUMP-FREE" CREAM SAUCE

Smoother, richer, with only half the shortening and flour—because Carnation is double-rich! Blend 2 tablespoons flour with 1 teaspoon salt and 2 tablespoons butter in saucepan over low heat until smooth. Gradually add $1\frac{2}{3}$ cups (large can) *undiluted* Carnation to butter-flour mixture. Stir over low heat until thickened and smooth. Adds extra goodness to casseroles, creamed tuna—wonderful with fresh vegetables!



CARNATION 3-MINUTE CHEESE SAUCE

Much smoother, and costs less, too. Carnation and cheese is *all* it takes! Simmer $1\frac{2}{3}$ cups (large can) *undiluted* Carnation and $\frac{1}{2}$ teaspoon salt over low heat to just below boiling (2 minutes). Add 1 cup (4 oz.) grated process-type American cheese. Heat until cheese melts (1 minute). Makes about $2\frac{1}{2}$ cups. Serve over casseroles, or well-drained cooked vegetables, such as green beans or asparagus.



DELICIOUS, INEXPENSIVE WHIPPED TOPPING

Imagine a milk that whips! Yes, double-rich Carnation whips easily, quickly—yet costs only about 2¢ a serving. For 3 cups topping, chill 1 cup *undiluted* Carnation in refrigerator tray until soft crystals form around edges (15-20 minutes). Pour into bowl; whip until it begins to thicken (about 1 minute). Add 2 tablespoons lemon juice; whip very stiff (about 2 minutes). Fold in sugar, if desired. Serve at once.



CARNATION "NO BAKING" LEMON PIE

For chiffon pies, whips, frozen desserts—Carnation is unequalled. That's because it's *double-rich*—unlike any other form of milk. Combine 1 package lemon gelatin with $\frac{1}{2}$ cup hot water, $\frac{1}{4}$ cup sugar and 2 tablespoons lemon juice. Cool 10-15 minutes or until thick and syrupy. Blend 3 cups *whipped* Carnation (see recipe at left) into cooled gelatin mixture. Pour into 9" crumb crust and chill 1 hour.

Refreshingly from the land of sky blues



Isn't this a cool, refreshing idea? . . . a frosty-cold glass of Hamm's beer, from the enchanted land of sky blue waters! Hamm's crisp, clean-cut taste is your kind of flavor . . . try it! Tonight!

yours
waters!



A motorcar named **TERRIFIC!**



More built, more sold, more wanted than ever!

"Terrific" is the only way to describe the most sensational new car of recent years . . . *Chrysler!* A standout in style and performance, it's the year's "success story" in popularity, too. As proof of this growing preference—*motorists are switching to Chrysler in record numbers!*

Nothing so long, low, and sleek-looking ever has appeared on the road before. When you *drive* a Chrysler . . . and we urge you to do so . . . you get performance other cars

simply can't measure up to. New V-8 engines (up to 300 hp!) team with the most automatic of all transmissions, PowerFlite. Full-time Power Steering, Power Brakes, Power Seats . . . they all can be yours — here!

Come discover how truly the power and look of leadership are yours in a Chrysler. See your Chrysler Dealer and arrange to take the thrilling "100-Million-Dollar RIDE" . . . it's convincing proof of Chrysler superiority!

See your **CHRYSLER** Dealer . . . Take the 100-Million-Dollar Ride



ELECTA BRUSH BROWN EXCITEDLY GREETES HER SOPHOMORE ROOMMATE SUSANNE FROELICHER HOLCOMBE AS ANNE HOYT SPANG (PP. 142, 143) LOOKS ON

You look JUST the same!

VASSAR '40 HOLDS ITS REUNION AND GETS A CHANCE
TO LEARN HOW THE GIRLS ARE DOING AFTER 15 YEARS

The call of alma mater once again was drawing nostalgic college grads back to campus reunions all over the U.S., and at Vassar College effusive embraces—like the one above—took place again and again on the campus. The class of 1940 was holding its 15th reunion, and more than 100 of them had headed faithfully back to Poughkeepsie, N.Y., some from as far off as California. Many had not seen each other since graduation, but amid their shrieks of delight, they all were quick to reassure each other that they hadn't changed a bit.

There were, however, some changes to talk about, and as the women

unpacked their bags in one of the dormitories and settled down for a weekend on the campus (pp. 144-145), they swapped news of marriage, children and careers. These changes are the subject of a remarkably complete survey by Classmate Valerie Vondermuhll which this spring drew replies from 95% of the 365 girls in the class. Drawing upon material in the survey, which was published by the class, LIFE photographed Vassar alumnae here and abroad to show them at work and at play. The result, shown on the following pages, is a visual report on the class of '40 and the ways taken since it cut itself from the apron strings of Vassar.



SARAH SUTHERLAND worked for a while as a salesgirl before her marriage in 1943 to John McKisson, who is now the president of a steel tubing manufacturing company in Belle Center, Ohio. She expects her sixth child this month.



ELIZABETH LOWELL took postgraduate studies at Harvard summer school and for three years after that worked as a Latin teacher. In 1943 she married Charles Ryland, an attorney who now has a general law practice in Warsaw, Va.



ELIZABETH NASH was married at the end of her junior year to John Nicholson 3rd and then took her senior year studies at Bryn Mawr. Credited for the work, she got her degree from Vassar. He is a physician in Moorestown, N.J.



HOPE BARRIE took postgraduate studies in vocational guidance and occupational therapy, later taught school and then worked in hospitals. In 1944 she married John Wolf, now an accountant in Glenville, Conn. Their five are all girls.

College husbands and big families

After they left Vassar, almost all the members of the class of '40 were eventually claimed by another institution: marriage. Only 6% have remained single (in 1910, a third of *all* Vassar alumnae remained single). Four percent of '40 have been divorced and not remarried.

Of those marrying, 86% chose college-trained husbands, a third of them from Yale, Harvard and Princeton. Today after 15 years their families average 2.4 children apiece compared to 2.1 for the Class of 1928 after 25 years. The most prolific of all are the families shown here, two (top of opposite page) with six children and 13 with five—one with a sixth on the way. Generally, '40 lives well, 72% of them enjoying an income of \$10,000 or more compared with 7% for all the families in the U.S. in 1953.



NANCY HUMPHREY at the end of her freshman year transferred to the College of St. Catherine in St. Paul, Minn. to be near her family. Her husband, Preston Covey, a Princeton man, is vice president of a Minneapolis advertising agency.



JEAN MILLS, at the end of her freshman year, transferred to the University of Wisconsin to attend a coed school and to be near her family. In 1941 she married Norwood Buzan, who now runs his own insurance business in Washington, Ind.



ABBY HOLMES married Thomas Potter Jr. in 1941 and later got her M.A. at Columbia. With her husband, an Air Force lieutenant colonel, she and her children have gone overseas and back. They now live outside Washington, D.C.



SUSAN BUDER in 1941 married John Horan, who had dated her during her summer vacations from Vassar. They live in suburban St. Louis, where he is an advertising executive. Even with six children she manages "lots of reading."



SUSAN MARSHALL got her M.A. at Radcliffe College and worked as a librarian before getting married in 1942. She lives in Massillon, Ohio with her physician husband, Dr. J. Clarke McDonald and their four sons and two daughters.



MARGARET BROWN, whose first husband was killed during World War II, worked as a bacteriological research technician for the Rockefeller Foundation. She is now married to Everton Hosley Jr., a financier in New Haven, Conn.



JOAN KETCHAM met her husband, DeWitt Howell, during the summer vacation following her freshman year. She returned to Vassar for a year and then left to get married. Her husband is an advertising executive in New York City.



JANE LAWRENCE worked for 13 years as a teacher of the blind, a Red Cross club director in Europe and a government claims examiner. In 1953 she married David Beaman, an engineer with five children. They live in Poughkeepsie, N.Y.



ELIZABETH BURLINGHAM married a lawyer, Richard Babcock, in 1943 but continued as a TV and radio script writer in Chicago until 1949. At their 40-acre home in Woodstock, Ill. the Babcocks have eight dogs and four riding horses.



CONSTANCE BARRY in 1940 married William Lydgate, who had two children, Sally (rear, left) and John (picture on table), now a student in Hawaii. Mr. Lydgate, who was born in Hawaii, is a public relations consultant in New York.



HILDA SIZER did intelligence work for the War Department from 1942 to 1944 and was a schoolteacher for a year after that. She is married to Sturgis Warner, a one-time government lawyer now in private practice in Washington, D.C.



ART CONSERVATOR Elizabeth Jones is responsible for care of all art at Harvard's Fogg Museum. Here Miss Jones restores old Austrian sculpture.

Satisfying jobs in varied fields

Although two thirds of the Vassar class of '40 has worked at one time or another, only 15% hold jobs today. The working women include 16 who are single or divorced, but 32 are busily managing motherhood as well.

Many of the Vassar mothers work because they need the money but others simply want the stimulation of interests outside the home. All of them, however, are concerned about the proper balance between career and family. "It takes a great amount of organization and a wonderful husband," says Pediatrician Nathalie Birnbaum (*right*), the mother of three. "How well such a formula works is yet to be seen, especially as it affects the lives of the children. For one's self it is satisfying—but not without feelings of guilt and inadequacy."



PEDIATRICIAN Nathalie Wolfe Birnbaum, who got her M.D. at New York Medical College, keeps regular office hours from 9:30 to 2 o'clock but

spends the rest of the day with her family, in Fresno, Calif. The mother of three, she is married to a retail merchant who accompanies her on late night calls.



EXECUTIVE Barbara Austin Foote, the mother of three girls in Glencoe, Ill., is president of the association of the 183 Junior Leagues in the U.S.



LEGISLATOR Sara Fletcher Luther of Minneapolis is in her third term as a Minnesota state representative. Married to an attorney, she has two sons.



ACTRESS Rosalind Fradkin Twohey plays role of Millie Flagel on Chicago NBC television show called *Hawkins Falls*. Divorced, she has a 3-year-old boy.



Things happen all around you in

VISTAVISION

MOTION PICTURE

HIGH-FIDELITY

SPECIAL ACADEMY

AWARD WINNER



THE STORY OF

A Husband Who Didn't Have
Time To Come Home!

Daddy couldn't get home, so the kids all
trouped down to Broadway and got into the act.
The incredible, incomparable story of
America's most fabulous family!

Bob Hope

... warm ... wonderful ... as the famous

Eddie Foy

Color by Technicolor



**THE SEVEN
LITTLE FOYS**

Co-starring

MILLY VITALE



with GEORGE TOBIAS • ANGELA CLARKE • Produced by Jack Rose • Directed by Melville Shavelson • Written for the Screen by Melville Shavelson and Jack Rose • A Paramount Picture



SONGS: NOBODY • SMILES • ROW, ROW, ROW • CHINATOWN, MY CHINATOWN • I'M TIRED • MARY • THE GREATEST FATHER OF THEM ALL



YOUR MERCURY SAVINGS JUST START WHEN YOU BUY—Your Mercury dealer is selling more cars than ever before. High volume per-

mits him to give you a top allowance for your present car. And there are 3 more ways (see below) that Mercury saves you money.

Your first step to new-car savings can start right here—with Mercury



YOU CAN SAVE ON FIRST COST—Prices for this Mercury Custom start below 13 models in the low-price field.* And it's far longer and wider. And more powerful than any other car at its price.



YOU SAVE ON OPERATING COSTS—Mercury is one of the lowest-cost cars in its class to own. Its famous stamina (9 out of 10 Mercurys ever built are still going strong) keeps maintenance costs low. Mercury's traditional economy saves you still more.



YOU SAVE ON FUTURE RESALE VALUE—Mercury consistently leads all other cars in its class for high resale value, according to independent used-car market reports. You protect your investment.



NO OTHER CAR OFFERS YOU BIGGER REASONS FOR BUYING IT—Mercury's styling is exclusive — shared by no other car. Every model offers you new SUPER-TORQUE performance (188-hp in the Customs and Montereys, 198-hp in the Montclairs). Every model has a 4-barrel carburetor. And 8 of Mercury's 11 models have dual exhausts at no extra cost. See your Mercury dealer today and start saving.

*Based on comparison of manufacturers' suggested list prices.

IT PAYS TO
OWN A

MERCURY
MERCURY DIVISION • FORD MOTOR COMPANY

FOR FUTURE STYLING
SUPER POWER



READING AT BEDTIME, Sibby entertains the children. As Merrill, 7 (left), and Cathy, 8, talk to their mother about *Rebecca of Sunnybrook Farm*, Gordon, who is nearly 3 (foreground), thumbs through a book of his own looking at the

pictures. Sibby, who provides them with the children's classics, has the family TV set in her bedroom and allows the children to turn it on regularly only for the Ed Murrow *Person to Person* show and the weekly *Disneyland* program.

Busy 'Sibby,' composite of the class



PAINTING the rear of the 6-room house, Sibby balances on high while Gordon plays on ladder steps below.

As the president of student government at Vassar, Priscilla ("Sibby") Lamb held the top elective office on the campus. Today, as Mrs. Harold Howe II, she is a kind of composite of her class. She is married to an Ivy League graduate (Yale) who is a combination executive and professional man (high school principal), lives in a city (Cincinnati), does volunteer work (League of Women Voters, PTA, etc.) and has three children. Hard as she works, Sibby feels she is not doing enough. "I hope," she says, "I can *do* something effective about matters I now just bleed about."



EATING BREAKFAST at 7 a.m., the one time when they are sure to be together, the Howes begin their day seated at the table made by Mr. Howe (right). Afterwards the girls will straighten out their beds before leaving for school.



IRONING family wash, Sibby has Gordon for a companion. She does all the housework with no outside help.

Leisurely side of living



ON THE BEACH in Hong Kong, where her husband is a U.S. foreign service officer, Margaret Fayerweather Aylward (center) enjoys the sun with families of consulate workers. The Aylwards also like to go hiking in the hills around.



IN THE COUNTRY Jane Knapp Kauffmann (left) visits her Vassar classmate, Beatrice Spencer Noyes. Both married to Washington *Star* executives and both living in Rockville, Md., they share an enthusiasm for riding to the hounds.

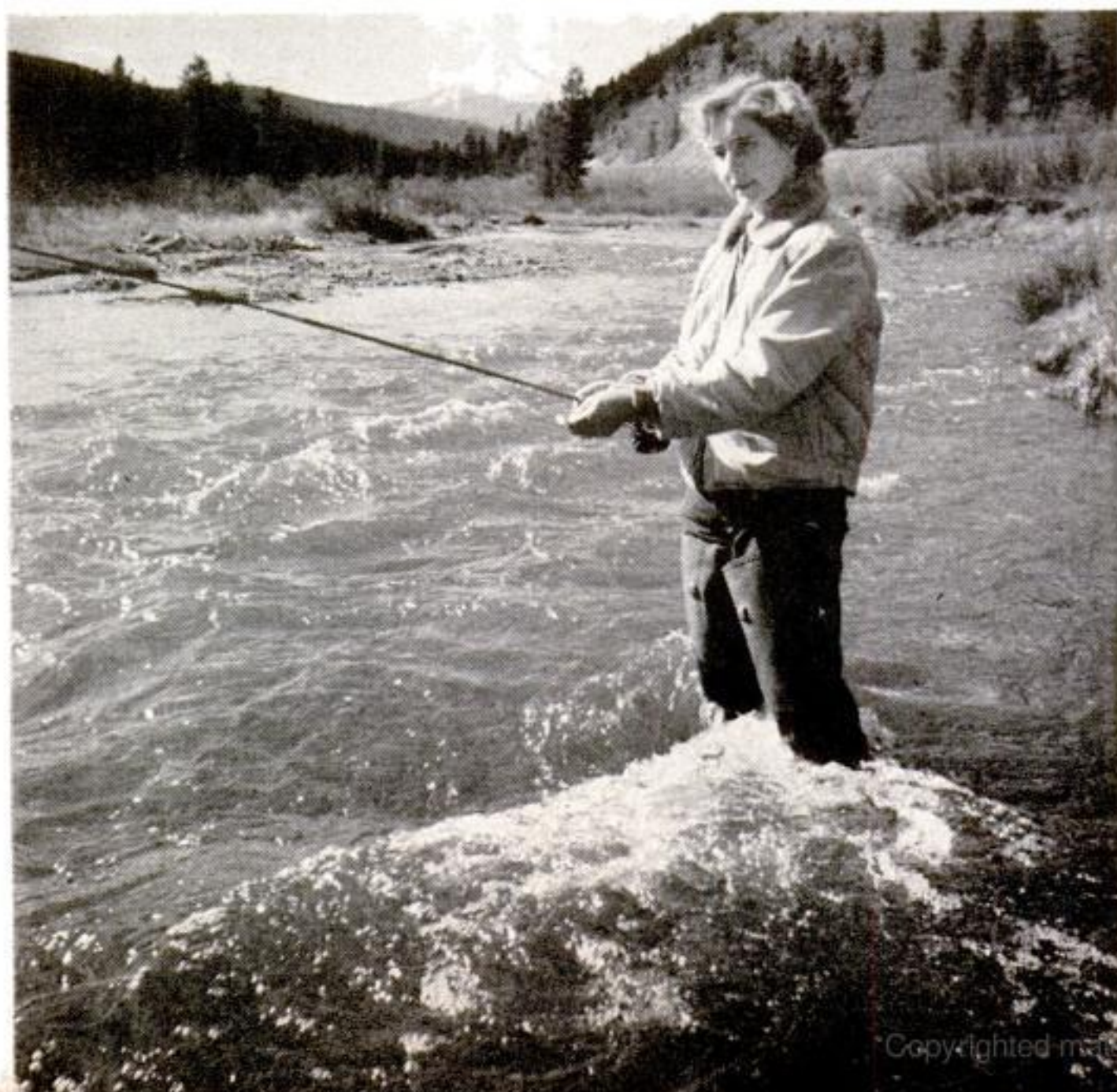


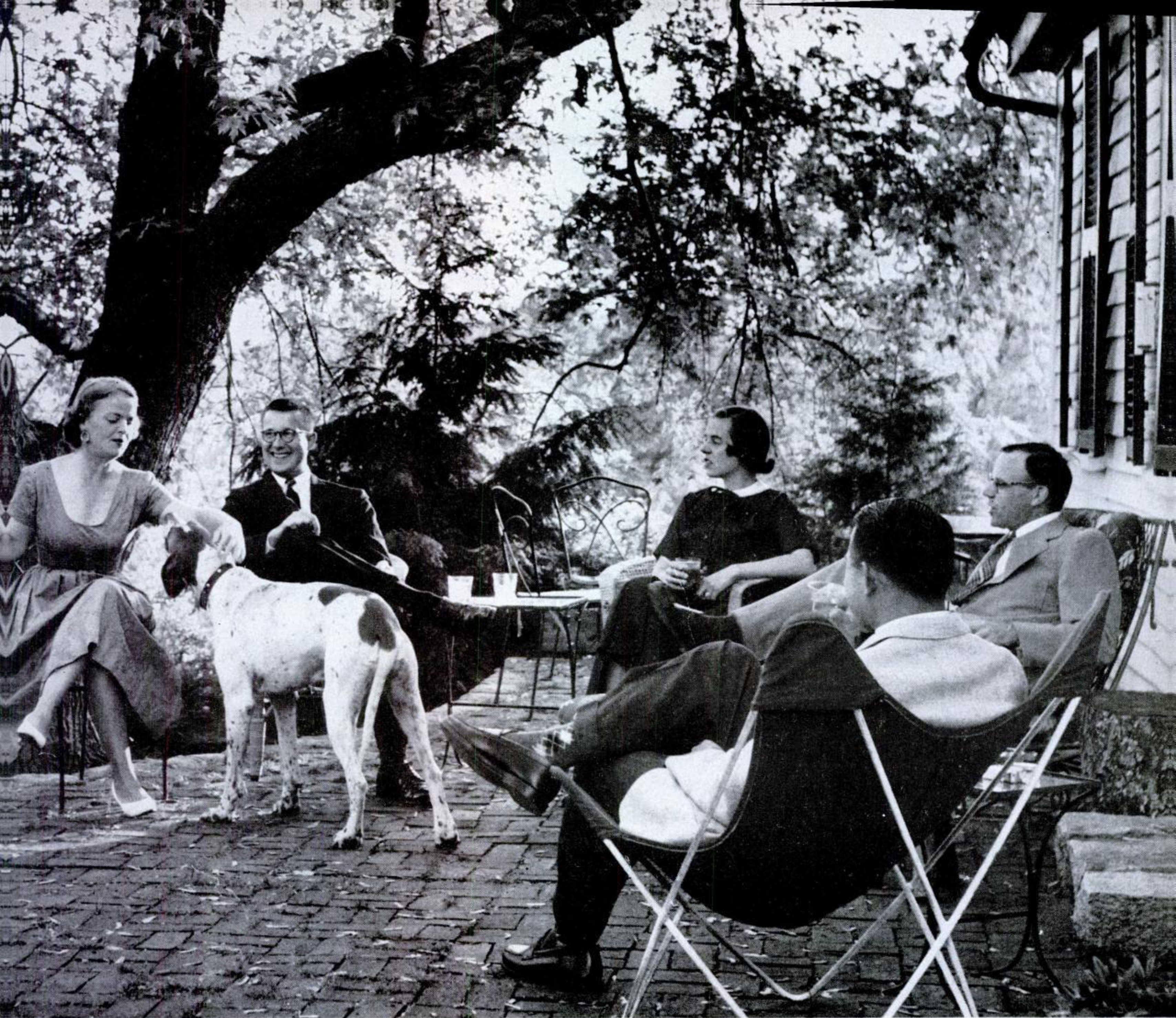
ON THE WATER in Long Island Sound, Rosalie Thorne McKenna (on deck) takes friends cruising in her 28-foot auxiliary sloop. A onetime WAVE officer, Mrs. McKenna is now a free-lance magazine photographer living in New York.



ANNE HOYT SPANG (SECOND FROM THE LEFT) AND HER HUSBAND, WILLIAM

TROUT FISHING, Caroline Welch Pinckney stands in a Colorado stream during a weekend outing with her husband, a health educator in Denver. After four years of fishing in Colorado she still considers herself no more than "a novice."





(RIGHT FOREGROUND), ENTERTAIN ON TREE-SHADED TERRACE OF THEIR 30-ACRE HOME IN MEDFIELD, MASS. HE IS PRESIDENT OF A MANUFACTURING CONCERN

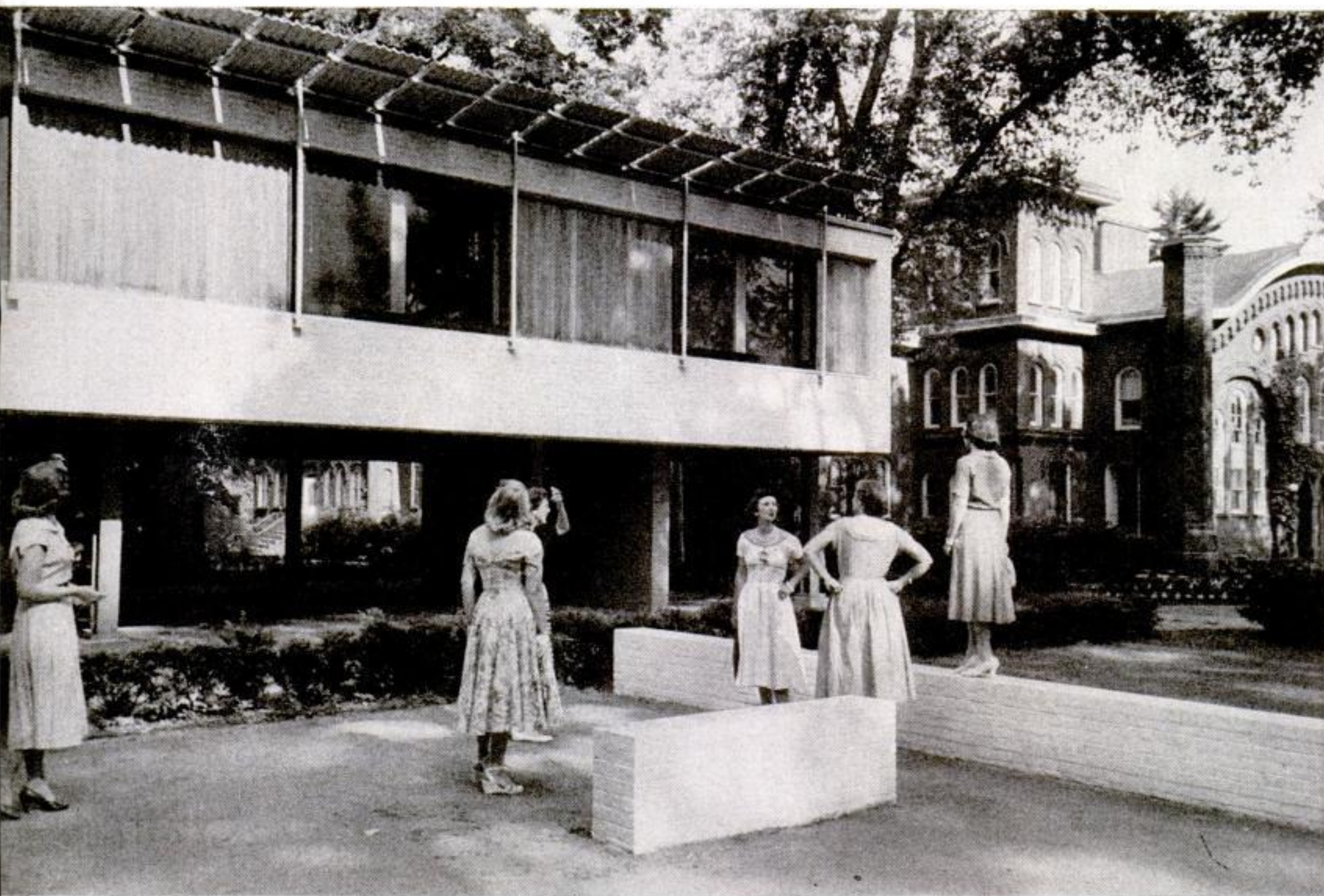
CAMPING OUT, Sarah Geer Pickett cooks weekend breakfast for her husband, a Presbyterian minister, and their four children. Rugged outings like this are a favorite respite from her active church and community work in Kingston, Pa.



BASKING IN GLORY, Nancy Wolcott Ebsen joins her husband, Buddy Ebsen, who plays movie role of sidekick to Davy Crockett. En route to Vassar reunion, she stopped off to see him in Detroit when he was on a personal appearance tour.



CONTINUED ON NEXT PAGE



CAMPUS CHANGE, a modernistic new dormitory completed in 1951, draws the attention of a touring group of '40 alumnae. Designed by Architect Marcel

Breuer, it is so different from the old brick buildings the girls had known before that one of them incredulously said, "This just *can't* be a dorm."

A taste of the old campus days

When they returned to the campus for the reunion, many of the '40 alumnae found themselves trying to relive the good old days. They wandered through the rooms of Jewett, the dormitory in which they were staying, nostalgically plopping on the vacant beds. One old grad ordered a grilled cheese sandwich in the morning at "the Pub" to see if they were as tasty as ever and sadly concluded they lacked the "gooiness" of 1940. Others set out to find the class tree (one girl recalled she had slept

under it one night as an undergraduate) and found it only after a confused search.

Thus began a pleasant weekend which included a party on the lawn (*below*) and the get-together for a group portrait (*right*). Occasionally some alumnae would agree that it would be fun to be as carefree as they were 15 years ago when there were no problems of husbands and families. But if they took such talk seriously, they had second thoughts when a hardheaded classmate remarked, "Don't forget the exams!"



SPORTY CLASSMATE Priscilla Lamb Howe (*p. 141*), who came with her tennis racket, chats with old friends before start of lawn cocktail party.

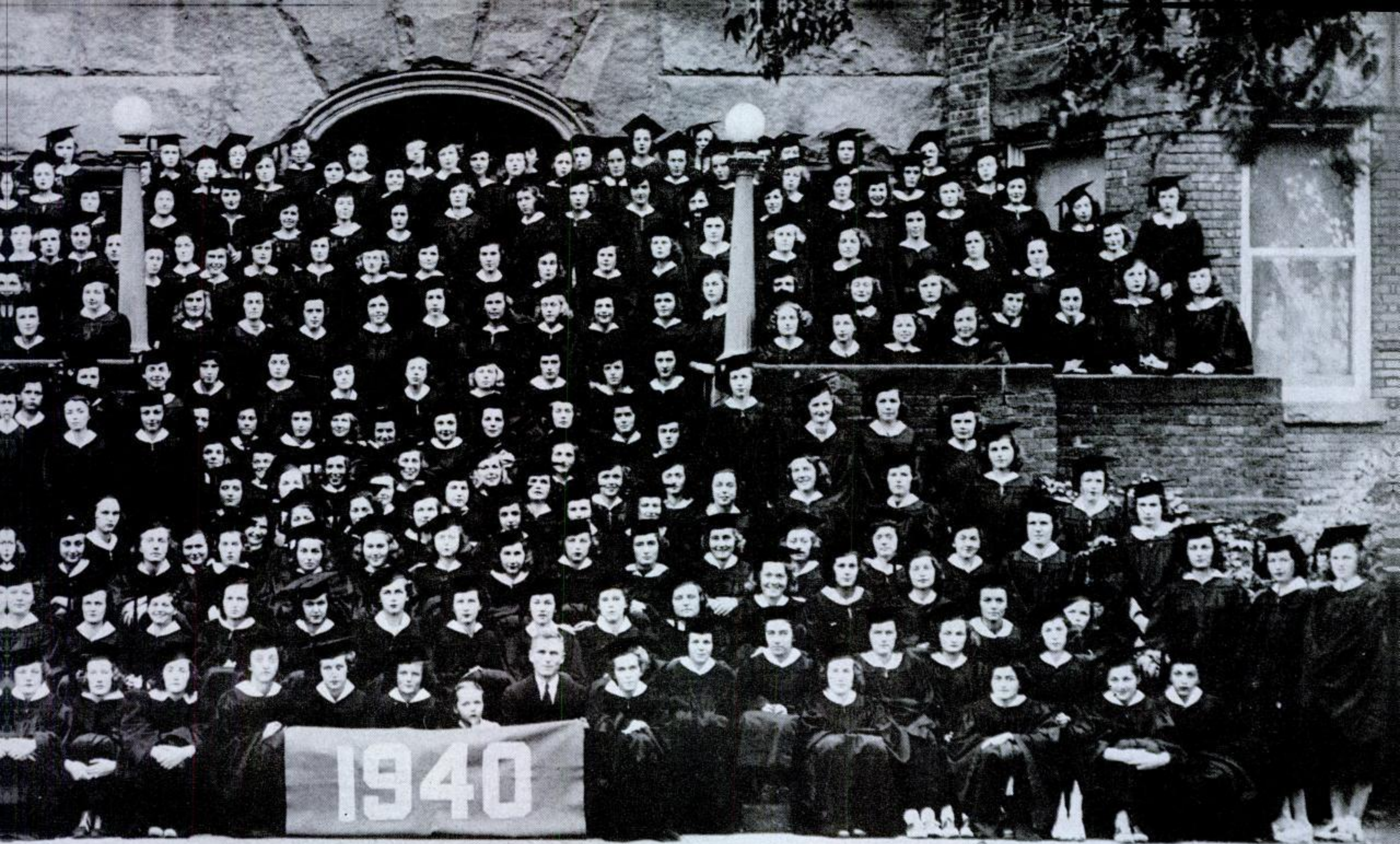


UNINVITED GUEST at party, Ellen Brien, 3½, the daughter of a Vassar art instructor, is offered potato chips by Class President Betty Murphy Mase.



FIFTEEN YEARS AFTER THEY HAD POSED FOR





THEIR GRADUATION PICTURE (ABOVE), 93 MEMBERS OF THE CLASS OF '40 GATHER (BELOW) IN FRONT OF JEWETT HALL FOR THEIR '55 REUNION PICTURE



MY CASE

Jet ace held by the Reds as

ON April 7, 1953, I was flying my 175th combat mission, leading a flight of four Sabrejets up MiG Alley in North Korea. I already had 10 MiGs to my credit—next to Colonel Royal Baker's 12, the highest score at that time of any living man—and I was hoping to bag number 11.

We found some MiGs and I dove down on one, getting a hit and stopping his engine. Then I flipped over and put my .50s on his wingman, flying right up his tail pipe. Piece by piece, the second MiG came apart in mid-air. To get out of the way I pulled up over him, but just at that instant my engine stopped and I was thrown violently forward against my shoulder straps. I glanced back but saw no enemy jets on my tail. I now believe my engine was stopped when debris flew down the air intake and jammed the turbine.

It was a relief to know that there were no MiGs behind me, but in the next second I smelled smoke. As far as I am concerned, when you smell smoke in a jet you get out. I hit my ejection seat handle and out I went. Right away I got another shock because I found I was on the north side of the Yalu River, the boundary over which no Air Force pilot was allowed to cross.

I landed on the side of a hill in a small valley. It was late afternoon. I decided to hide out until dark and try to make my way down to the Yalu River, cross it and get into North Korea. I believed that if I could only reach North Korea, I would be safe—or at least safer. But apparently every farmer in the neighborhood had seen me bail, for within minutes scores of Chinese peasants were out combing the countryside, shouting back and forth to one another. About 30 of them descended on me, wielding picks, shovels, broken saw blades and old rifles. Before I could take out my .45, half a dozen of them grabbed me. They disarmed me and took me to a nearby farmhouse and made me lie down on the floor. Then they fell to bickering among themselves about who I was and what they ought to do with me.

It occurred to me that I might be able to pass myself off as a Russian MiG pilot since the peasants probably didn't know one uniform or one foreign language from another. I got up and indignantly told them by signs that I was returning to my airfield at Fengcheng, a MiG base I knew to be about 15 miles to the northwest. Then I pushed my way through the group, walked out of the hut and started down the road.

The dumbfounded Chinese followed about 50 feet behind me in a large knot, still arguing among themselves. I might have gotten away with it, but a few minutes later I rounded a bend and came face to face with a regular Chinese soldier. He instantly recognized me as an American, leveled his gun at

AT HOME IN IOWA Fischer slides down the hay in barn with son Harold III, 6. Harold has been living with father's parents because Fischer is divorced.

AS A PRISONER WAS 'DIFFERENT'

international pawn tells frankly what happened under conditions ranging from plush to brutal

by CAPTAIN HAROLD E. FISCHER JR. as told to Clay Blair Jr.

me and took charge. Then he went to a roadside guard shack, put in a telephone call, and several minutes later an American jeep with four Chinese regulars drove up to collect me.

They drove me down the road until we came upon several Russian soldiers loading the wreckage of a plane into a truck. I realized the smashed metal was from my own plane. It was no surprise to see Russians here since we knew they were helping the Chinese in Manchuria. At gun point one of the Russians ordered me out of the jeep and into the back of a second truck.

All that night I was taken by stages up through the Chinese army command. The following morning we arrived at a cluster of buildings near the jet airfields at Antung, not far from the Yalu. I was put in a tiny room, guarded on all sides by Chinese soldiers with Russian submachine guns. One of the guards gave me a bowl of rice and millet mush, an unappetizing dish I was to know well in the coming months, and a piece of unleavened bread which the Chinese call *mantou*.

On the second day a tall, well-built Chinese officer came in, beaming and slapping me on the back, carrying on like a member of the Antung chamber of commerce. He offered me a cigaret, introduced himself in English as Liu, wanted to know how I was, asked me about my family and generally made it plain that he wanted to be friends. It was obvious that Liu was an intelligence interrogator, so I got on my guard.

Liu grilled me for 10 days, using the usual Communist technique of threat, blackmail and psychological trickery. Following guidance from Far East Air Forces Intelligence Officers, I answered many questions, though I kept away from classified information. When Liu asked about my personal history I told him that I was married and had a son aged 3 and that my parents lived on a farm near Swea City, Iowa.

I tried to find out from Liu what would happen to me but he professed ignorance. I asked him what the Communists had done to other U.S. pilots who had accidentally crashed in China. I questioned him especially about Lieut. Colonel Edwin Heller. Heller was a member of my outfit who had been shot down three months before I was. Peking Radio had made a big to-do about the fact that he had landed in Manchuria.

Liu knew all about Heller. He had broken his leg when he bailed out and almost bled to death before the Chinese picked him up. Liu would not tell me where they kept Heller, but he let slip the fact that he saw him from time to time, so I assumed he was nearby.

'Very bad for them'

LATER I asked about Colonel John K. Arnold Jr. and his B-29 which Peking Radio also claimed had crashed in China. Liu knew all about them too. He said that Colonel Arnold and his men denied crashing

in China or dropping germs and that "it would go very bad for them if they did not admit it."

"You know we never dropped germs," I told Liu, but he stubbornly insisted that the leaflets they found in Arnold's plane were germ infested.

On the morning of the 10th day I was issued a toothbrush, some toothpaste and a piece of Lux soap, all of which led me to

brick wall. The room in which I was placed was damp and very small. It had a window but it was covered by a permanently closed shutter. There was an opening in the heavy door, just large enough for a bowl of rice to be pushed through.

On the first day at Mukden, Chong gave me my instructions. No whistling. No singing. No lying down except to sleep at night. I would under no circumstances talk to the



IN KOREA FISCHER STANDS BESIDE PLANE MARKED WITH SYMBOLS OF NINE OF 10 MIGs HE DOWNED BEFORE CAPTURE

believe I was about to be transferred to a regular PW camp. But then I was blindfolded and led downstairs to a jeep, where Liu turned me over to a disagreeable Chinese officer named Chong.

We drove to what must have been the Antung railroad station. When we got inside the train, Chong drew the shades and then took off my blindfold. I saw that Chong was very short, and though only about 30 years of age he was beginning to bald. He had very long sideburns and an unusually heavy beard for a Chinese. He was curt and officious.

This was a bad moment for me. I did not know whether I was going south to Korea and a PW camp or north into China or Siberia—and oblivion. My heart beat wildly in excitement when the train jolted into motion. It was heading south! But minutes later we jerked to a stop—and so did my heart. When we started again, we moved north. This was one of the very lowest points of my life.

We traveled for 14 hours until we arrived in a large city which I guessed correctly was Mukden, China. I was driven through the city to a prison, a group of small buildings far on the outskirts surrounded by a high

guard in the corridor outside my cell. There were only three things I could do: 1) walk around very quietly; 2) sit on the edge of my bed; 3) think.

On about the sixth day—I kept track of the days by scratching on the wall with the small stub of a pencil I found in my cell—I heard a string of oaths ringing down the hall. I jumped up and put my ear to the door. There were no further sounds but I had heard enough to know there was at least one other American in this prison and this gave me hope.

I went to the peephole in my door and beckoned to one of the guards. When he came over I slipped him my pigskin flying gloves, an almost priceless luxury in China, and I asked in my very crude Chinese, "Other Americans here?" He glanced around nervously, looked at me and nodded, so I scrawled my name on a scrap of paper and asked the guard to take it to the American.

Seconds later I heard the guard talking in low tones to the man in the next cell. Out of the babble I heard the name "MacKenzie" and instantly I wondered could this be Andy MacKenzie, the Canadian who flew with our outfit? I remembered the story of a joke he

had once played, involving a glass eye. I yelled out, "Did you have a glass eye?" MacKenzie came back, "Yes. Is that you, Hal?" By then the guard had panicked and he ordered both of us to shut up.

Using the same guard, I later discovered that there were two other American prisoners, Lieut. Roland Parks, another fighter pilot from my outfit, and Lieut. Lyle Cameron, an F-84 pilot from the 49th Fighter-Bomber Wing. I got the impression from Chong that Parks, Cameron and myself were all in a "special" category of PWs, fate unknown.

MacKenzie and I soon worked out a system of passing notes back and forth inside the hollow handle of the bamboo broom we both used to clean our cells and thus I was able to learn that he had been shot down in North Korea and sent to Manchuria only after he was discovered breaking rules by talking to another prisoner in a regular PW staging area.

Not long after my arrival the Communists began interrogating me again, this time under the supervision of the not-so-pleasant Chong. His questions seemed almost aimless, as though he had no real goal in mind. He delighted in cross-examining to try to make me contradict myself or lie. From time to time he brought up the subject of germ warfare, but each time I denied it as a farce.

One day I heard from one of the guards that the Korean war had ended. This was a big moment for me. I felt we might be sent home soon and for a whole month it looked that way. The interrogation periods slacked off. The food became better in quality and more plentiful. I was permitted to make noise in my cell. Then a little later I was taken from my cell to a room where there were magazines, a wind-up phonograph, an accordion and a ping-pong table. I was told to enjoy myself. Through our underground communication system I learned that Cameron and Parks had also been permitted to visit the "clubroom," as we called it.

On Sept. 6, 1953, about five months after my arrival at the Mukden prison, Parks, Cameron and I were brought together in the clubroom at the same time and permitted to talk with one another. The commanding officer of the prison told us that prisoners from the Korean war were being repatriated and that "after the others had been exchanged" we would in all probability be allowed to go home. Though he ominously remarked that our cases were "different," I still thought we would be home by Christmas, and Cameron believed it would be even sooner. We had no idea how "different" our cases were to become.

MacKenzie was still kept alone in his cell. The Chinese did not even tell him that the Korean war was over (we did). This worried all of us but especially me, since I had the closest contact with him through "Mabel," as we called the broom. One thing that bothered me particularly was that he had unthinkingly told the Chinese that no one had seen him crash. Thus no one except the Chinese and we three knew he was alive and the Chinese didn't know that we knew. The Chinese would think he could be eliminated without a trace. So one day I advised him to tell the Communists I had been communicating with him. Then, if they wanted to eliminate him without a trace, they would have to eliminate us all, something I did not think they would do.

MacKenzie did as I suggested and suddenly my postwar "plush" treatment ended. The Chinese grabbed me by the neck of my jacket, hustled me to a tiny, dark, damp cell in the back of the building and slammed the door. There was no furniture in the room, not even a bed. The old rules were back in force: no noise, no singing, no whistling, no scuffling of shoes. To make it worse, one of my eyeteeth, which had been infected before I was shot down, began to ache. Also, during the day my cell was aquiver with a maddening high-frequency whistle like the noise made by some short-wave radios.

Several days later Chong began new and intensive interrogations. This time there seemed to be a definite purpose behind everything he did. He wanted me to admit that I had dropped germs on the Chinese and that I had been ordered to cross the Manchurian border. I was grilled day and



FISCHER'S TRAVELS, after he bailed out north of Yalu, took him to prisons at Antung and Mukden.

night, over and over, week in and week out, and in the end, to get Chong and his gang off my back, I confessed to both charges. The charges, of course, were ridiculous. I never participated in germ warfare and neither did anyone else. I was never ordered to cross the Yalu. We had strict Air Force orders *not* to cross the border.

I will not try to explain away so grave a mistake. I will regret what I did in that cell the rest of my life. But let me say this: it was not really me—not Harold E. Fischer Jr.—who signed that paper. It was a mentality reduced to putty. I believe now that I had been driven nearly out of my mind and that I had altogether lost contact with reality. Never doubt for a moment that the Communists can put a man in that condition, given the time and right circumstances. They have had years of experience with a multitude of human guinea pigs.

After I signed that paper my mind gradually returned to normal and I began to have deep-seated pangs of conscience about my "confession." Then I became very angry and prayed to God that He would help me find a way to get back at the Communists. Shortly afterward I realized that the only way was to escape and get back to the free world to denounce the statements.

My escape plan was simple: dig a hole through the outside wall of my cell, squirm through and run away. For digging purposes I had an old rusty nail I had picked up months before. I pushed the bed in one corner so that it would hide the hole from the guard's view. Then I started jabbing and scraping, throwing the rubble under the eaves of the building through a small hole in the plaster ceiling. The digging was tough, but after 10 days I had almost dug through the foot-and-a-half wall. By Saturday morning I had scratched through to the final layer of bricks, and I knew that with a gentle push they would topple out. I ripped off a piece of towel to wear like the typical Chinese face covering against winter cold to disguise my Caucasian features. I stuffed a few pieces of *mantou* bread in the pockets of the blue, Chinese-style winter clothing I had been issued.

Stuck in the escape hole

AT 9:30 that night I pulled back the bed, pushed out the final thickness of bricks, and then shoved out my winter clothes, knowing I could never get through the small hole while wearing them. Then I stuck my head into the hole and started to squirm through. The hole was too small. I could not make it.

For a moment my heart went to my throat for it was too late to turn back. In a fit of half-panic, I tried it the other way and stuck my feet out. It was a lucky move. Since I could hunch my shoulders a little closer together when going out backward, I was able to squirm through the hole. I dropped to the ground—for the first time in nine months a free man.

I put on my clothes and face covering and walked away from the prison as fast as I could. In my mind I was turning over ways of getting out of China. I thought of walking, of trying to board a train for North Korea, or of stealing a MiG. The latter idea appealed to me most so I headed southeast in the general direction of a MiG field which I knew, from hearing jet planes take off while I was in prison, must be on the outskirts of the city.

Soon I came to a broad boulevard which was crowded with automobiles (including late American models), bicycles and many, many people, who were walking along just like a Saturday night crowd in any American town. I joined the throng, walking with my legs wide apart and swaying slightly, trying to imitate the Chinese gait.

When I arrived at the MiG field, I immediately realized that stealing a jet would be no easy task. The area was crowded with guards and civilian workers, the planes were all behind high wire fences patrolled by still more guards. I walked back and forth near the entrance to the field, which was marked by a big red star with a spotlight beaming on it. I tried mingling with the civilian workers who were apparently



LAST AIR BATTLE is illustrated by Fischer for his parents and small son with the help of model plane.

BELL & HOWELL WAS THERE

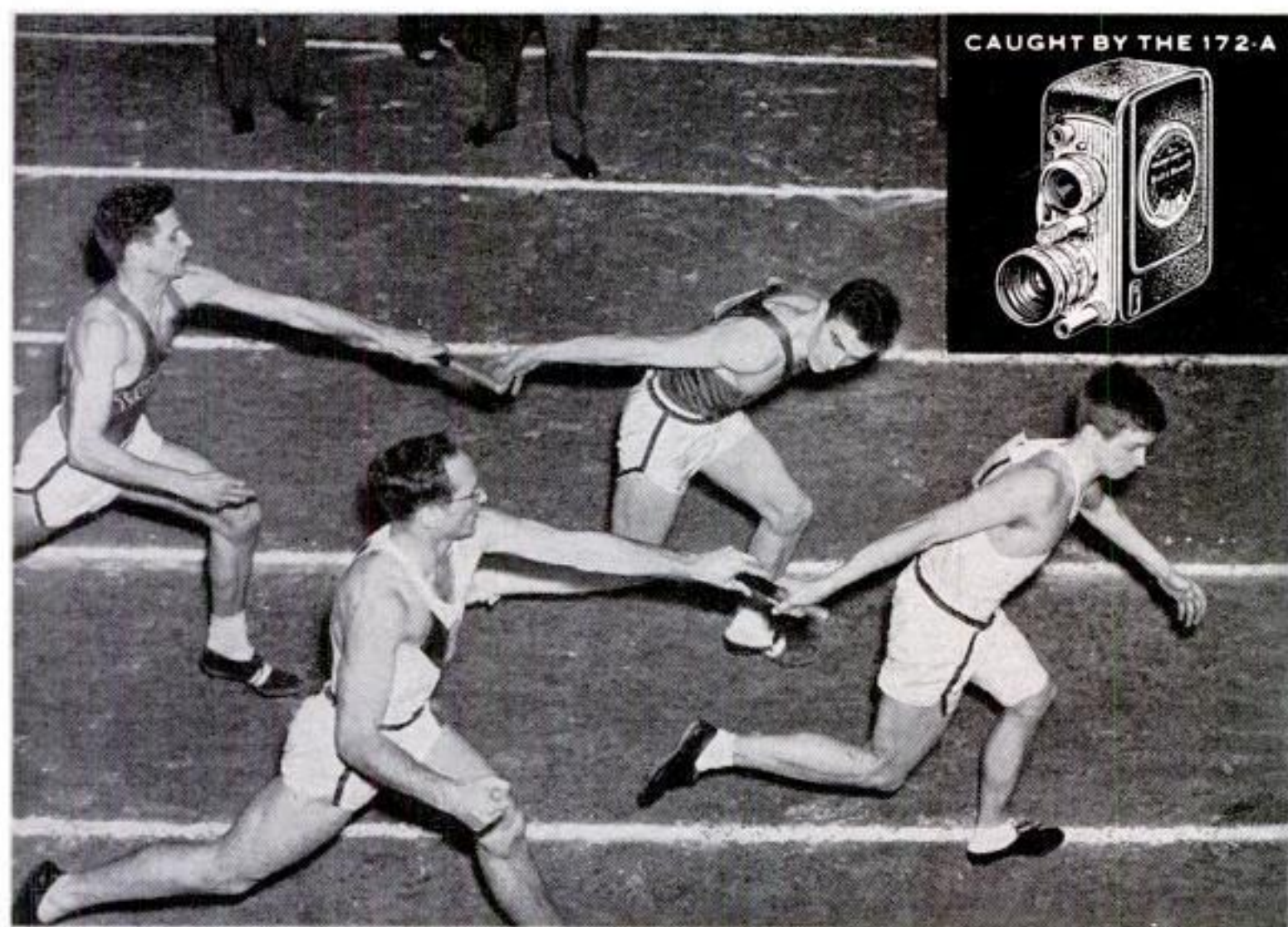


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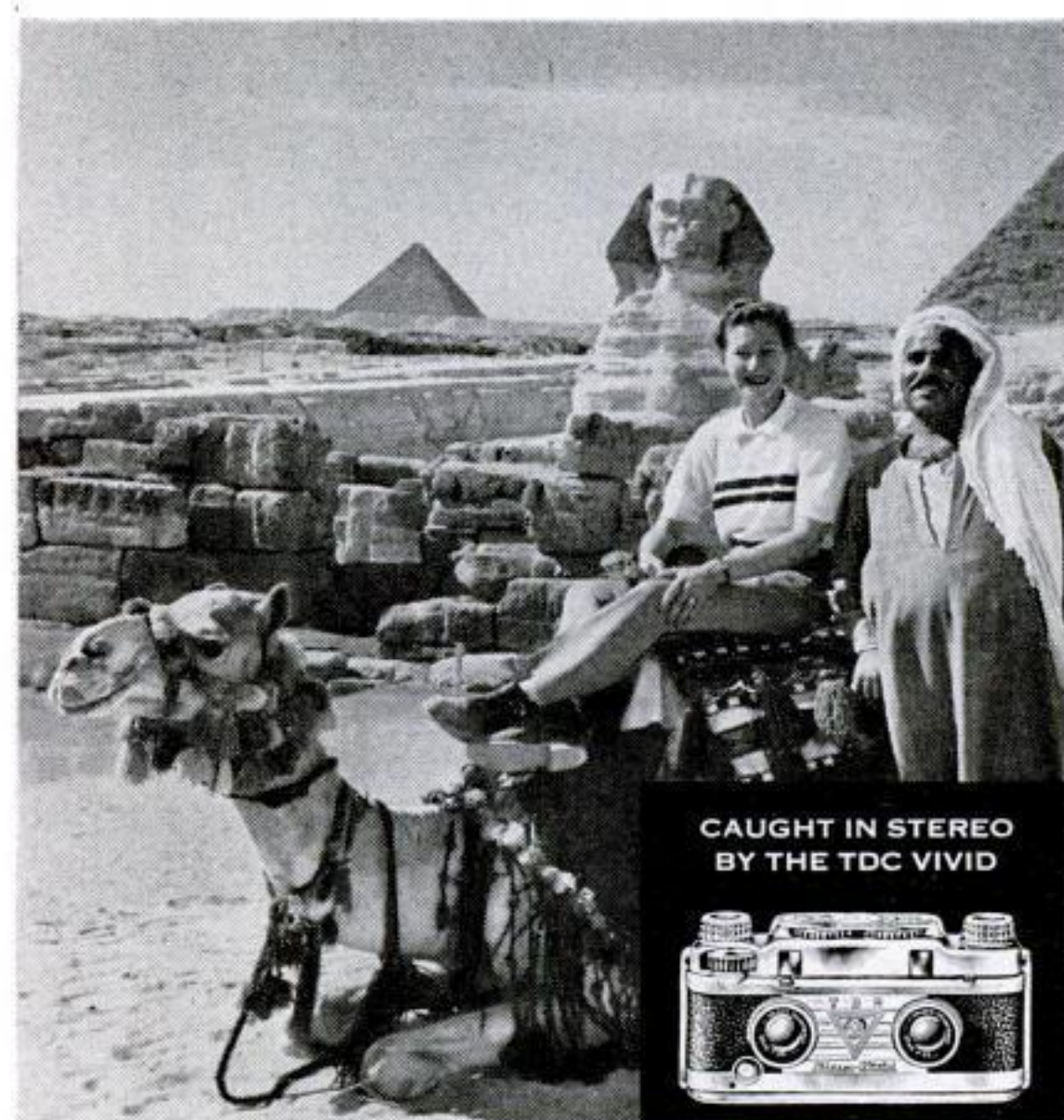


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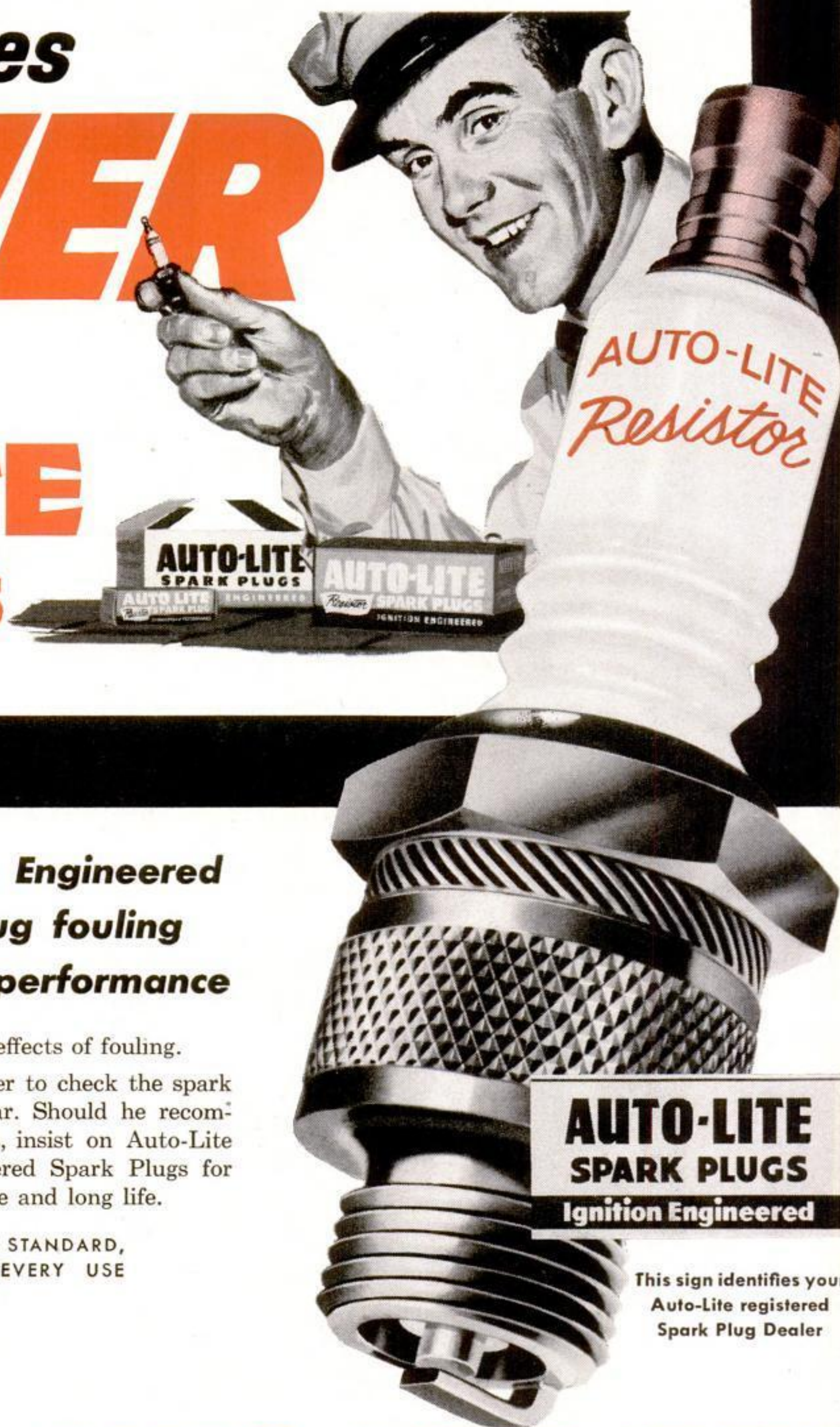
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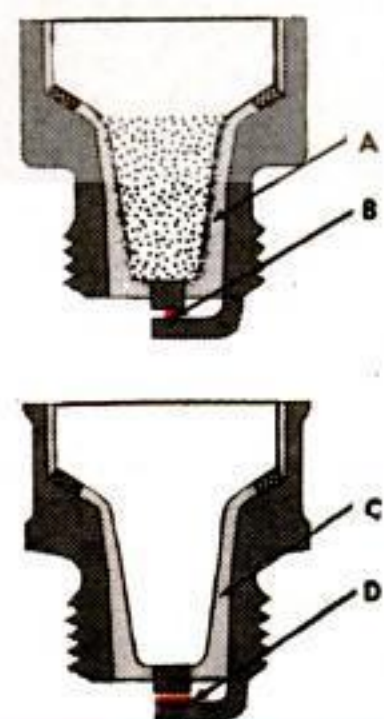
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in the midst of changing shifts, but the situation was hopeless.

I decided to try the other side of the field and started in that direction, but suddenly one of the runway guards walked up and stood squarely in my path. I could not turn and run. To bluff my way through, I kept on walking and waved my arm to indicate I wanted to cross the runway, but the Chinese ordered me to turn around and go back. I staggered and gesticulated with my arms, pretending to be drunk, muttered a few words of Chinese and then turned around and walked away.

The guard must have become suspicious because he suddenly called out to me. But I kept on walking. The Chinese called a second and then a third time, but I did not stop until I was well out of range. After that I made up my mind to get away from the city as fast as possible so I cut off the street and struck out across country, heading southeast. I bumped into a couple of Chinese lovers on a park bench and I bowed in apology. Then I by-passed a garbage dump, dodged some police cars and was out of the city.

I hiked through open country for about six hours, stopping to rest every half hour. After my long imprisonment, I was in extremely poor physical condition. My weight, normally 165, was probably 130 and I seemed to have almost no strength. About 5 in the morning I came to a broad river, the Hun, and my heart sank: it was only partially frozen over. I had planned to walk across the solid ice and it seemed unbelievable that in January in Manchuria any river would be running. I knew all the bridges would be guarded. I looked for a boat, a raft or a plain log, anything that I could use to float across, but in the dark I found nothing. Finally my strength ran out and I collapsed on the bank and went to sleep.

Shortly after dawn I awoke and pushed on up the river bank. I came to a place where the river looked very shallow, so I decided to wade across. But as soon as I got into the icy water I realized I had made a very big mistake. My feet became numb. When I got to the other side, no amount of rubbing seemed to help. As I pushed on southward across the barren fields, the weather got colder and my feet more painful. Late in the afternoon I came upon a double-track railroad, and thinking this probably led south toward Antung I followed it, keeping off in the bushes. I thought I might be able to jump on a passing freight train and "ride the rods." By nightfall I could walk no farther, so I crawled inside an abandoned railroad shanty and slept.

No food but a little hope

NEXT morning my feet ached badly and it was obvious that they were frostbitten. I had no water and nothing to eat and there was nothing to be found in the fields. But I still had hope, so I walked down the track until I came to a village which seemed to be a railroad junction. Thinking this might be the place to catch a train, I moved off into the bush and watched the yard.

From time to time a little streetcarlike "puddle jumper" came through, but they were too small for me to hide on. I saw at least half a dozen big freight trains heading south but none of them stopped. By evening my spirits were very low and my physical condition even lower. My feet no longer had any feeling in them at all. I was overcome by the desire for food and warmth, so I threw caution to the wind, got up and hobbled into town, stopping at one of the stores to beg for food and water, using the simple Chinese words I picked up in prison. I got water but no food and was not recognized. I moved on, frantically trying to plan a way out of my predicament. Finally I decided I just could not make it. Winter is a bad season for escaping anyway, and if you have no strength it is hopeless.

I turned back to the railroad station. I had no feeling of failure, only an overwhelming desire to get inside and get warm. If I could just get warm, I didn't care what happened to me. I walked in to the dispatcher's office and said to a man sitting at a desk, "Wade Migwa," meaning that I was an American. The dispatcher went about his business for a few minutes, then did a double take, ran outside and came back red-faced and puffing, leading half a dozen Chinese soldiers. There was a lot of yakking on the phone and then I was put on a train which took me back to Mukden.

When I got back to the prison, Chong took me to a tiny dank room in the middle of the main building, threw me inside and slammed the door. Next day he gave me my new instructions: I would sit on the edge of the bed all day long, lying down only at night. I tried this for two days and then I rebelled and told Chong I didn't like his ancestors. He put handcuffs on me and kept them there for a week. The guards banged on the door every few minutes all night long. My frostbitten feet were itching and painful, though luckily no gangrene developed.

CONTINUED ON NEXT PAGE



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Anyone who saw the movie *Executive Suite* or read the brilliant best seller on which it was based knows that Author Cameron Hawley has few equals in writing about businessmen. In Mr. Hawley's racing prose and skillful plots the world of business becomes a vital arena where men and minds meet in a restless struggle for personal power and profits.

Now Cameron Hawley has created a new novel that promises to top *Executive Suite*. It is *Cash McCall*, a zestful, vibrant story of a new kind of businessman—the fast buck operator who buys, merges and sells companies instead of running them. The characters in the novel come startlingly close to some real life businessmen whose mergers and capital gains maneuverings make daily headlines in your newspapers.

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Cash McCall has already been chosen as the December Literary Guild selection. Because it is the LIFE tradition to publish fiction when its excellence makes news, LIFE next week will present a 20,000-word preview of *Cash McCall*, ingeniously excerpted and illustrated to give you the force and flavor of the novel itself.

READ 'CASH McCALL' IN NEXT WEEK'S **LIFE**



PRISON TRIO was formed by Cameron with violin, Fischer with accordion, Parks with harmonica. Cameron taught Fischer to play after rules relaxed.

PRISONER'S STORY CONTINUED

My health—or what health I had left—gradually disintegrated under the strain of this treatment. I had violent nightmares, waking up two or three times a night wet with perspiration. Twice the left side of my face puffed out and became paralyzed, leading me to believe that maybe I had suffered a slight heart attack. After that, Chong relaxed his iron-fisted rules a little: he let me get off the bed and walk around the cell for 10 minutes a day.

I was kept in this cell for three months.

On the morning of April 8, 1954, Chong came to my cell early, shook me awake and ordered me to follow him to the commanding officer's office. There were four chairs in front of the C.O.'s desk and I was told to sit down in one. A few minutes later, Cameron and Parks were led into the room, and after exchanging sidelong glances with me, they also sat down. Then a skinny, haggard man, faintly resembling the stocky Andy MacKenzie I once knew, shuffled into the room, looked at us, sat down in the remaining chair and said in a low voice, "God bless you, chaps."

The C.O.—we called him "the Honcho," the GI's Japanese for "boss" or "chief"—said, "You've all been asking for a long time that you be permitted to live together and we're going to make it possible. Your treatment will be more lenient."

Sure enough, everything was changed. We were allowed to sleep in a "dormitory," Cameron's old cell. Parks's room became the mess hall, my room the library and Andy's the "clubroom." The Chinese moved new furniture into the cells. We sat about in a daze. The Chinese draped yellow and aqua crepe paper over the windows to hide the bars. They moved the phonograph, ping-pong table and the accordion from the old "clubroom" to our new one. They put four desks together in the "library" and covered the lot with a large blue cloth, decorating the resulting "table" with a Chinese vase. They provided us with a daily "newspaper" consisting of quotations from Peking Radio, and I was given some back mail from my parents.

Doughnut pool and tennis

WE could play chess or bridge or what we called "doughnut pool," a Chinese game something like our type of pool. The Chinese gave us four tennis rackets, balls and a net and we laid out a tennis court in our new outdoor recreation area as well as a basketball backstop and a set of parallel bars. We spent many hours listening to Cameron play the accordion and I got him to teach me how to play it. The first tunes I learned were *Red River Valley*, *Now Is the Hour* and *Mood Indigo*.

Naturally we wondered what momentous events had influenced the Chinese to change our living conditions so radically. We allowed ourselves to believe that the Chinese might really have plans to free us and the Chinese encouraged this view.

Not long after this Chong came in with the news of the Geneva conference which had been called, we were told, to settle the war in Indochina. Chong urged us to read about this conference and he brought around numerous papers. We wondered if our future was directly keyed to the conference. Did the Chinese intend to use us as bargaining tools? If so, the meaning of all the good treatment was clear. Finally one day Chong admitted to us that we

CONTINUED ON PAGE 157



Time you enjoyed a
Lemonade lift!

Refreshing! Lemonade's the beverage that picks you up... *without letting you down!* That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can...add water, ice. *Nice!*

Tangy! Frozen Lemonade with CALIFORNIA on the can contains the sweetened, fresh-frozen juice of the finest lemons that grow... *California lemons.* So look for that magic word CALIFORNIA.

Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator...let your youngsters help themselves!

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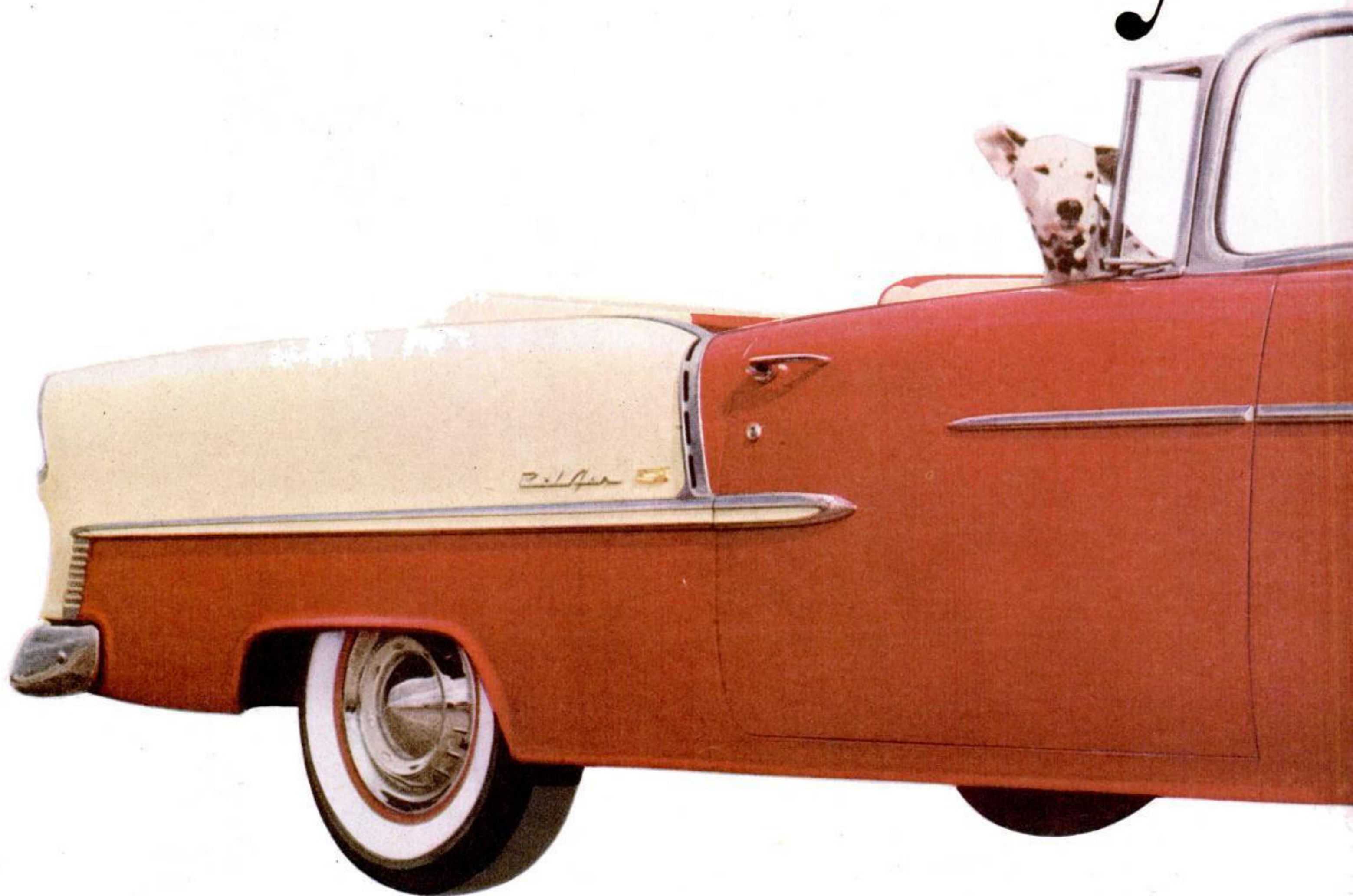
are packed in
sunny California
where the best
lemons grow!

Look for
CALIFORNIA
on the can!

so easy now with
FROZEN LEMONADE
from sunny California

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA

with an eye



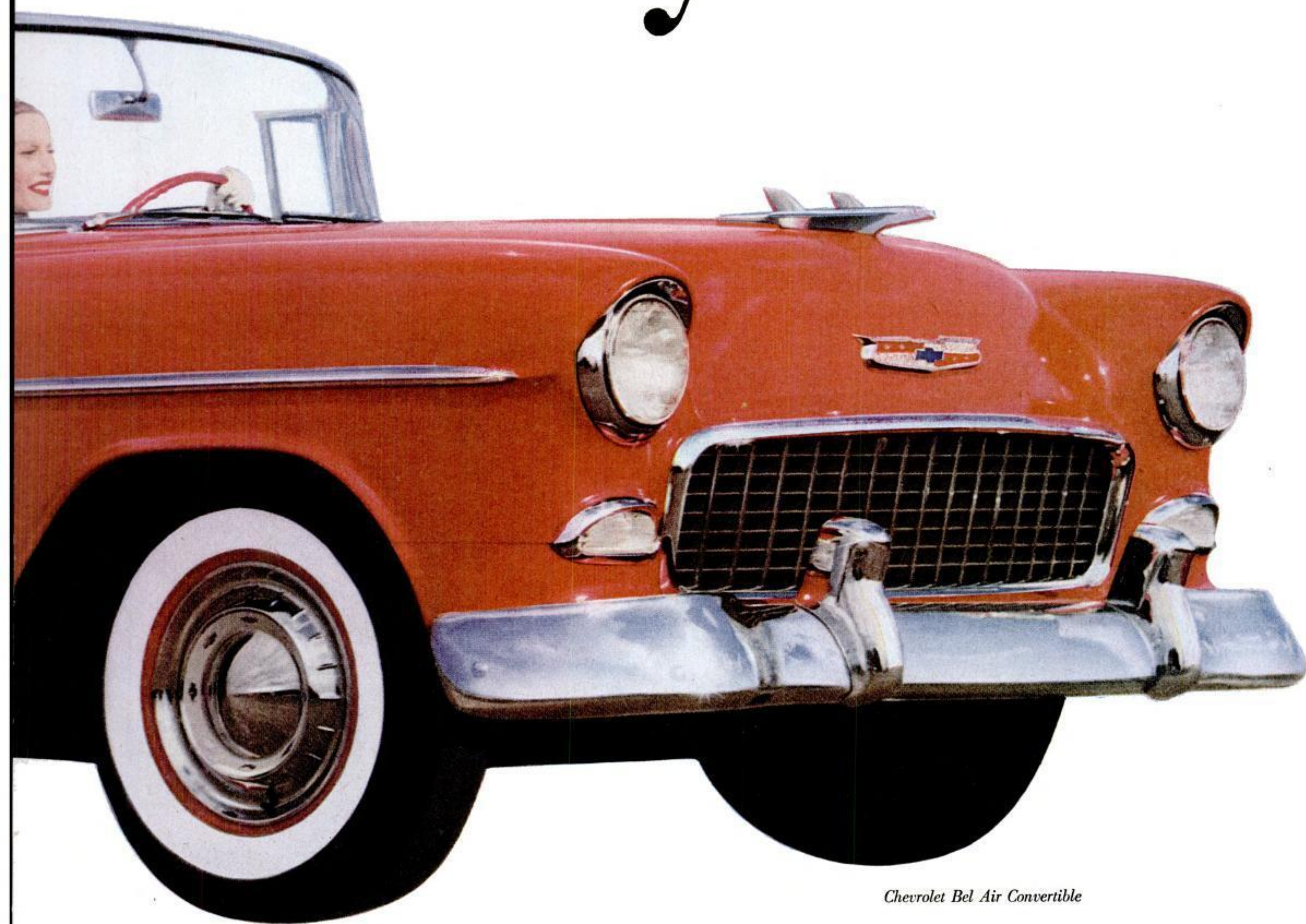
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They're hand-picked. Cured to be crispy through and through. Try Libby's Olives and new Relishes, too.

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And this year, just in time for picnics, we proudly present two new menu perk-ups: Libby's Hot Dog Relish and Libby's Hamburger Relish—custom-made specially for these two popular summer meats. They're terrific! Watch for them at your favorite grocery store.

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PROPAGANDA PICTURE was set up by Reds in "library" to show pleasures of prison life. But Fischer crosses his fingers and Parks makes a whammy sign to tell any Americans who might see it that the scene had been staged.

PRISONER'S STORY CONTINUED

might be released in conjunction with the conference. He suggested that we might be traded for "Chinese students" who were being "detained" in the U.S. Soon we were issued new leather shoes ("going-home" shoes, we called them) and the food suddenly became superb. We believed the Chinese were trying to fatten us up so we would look good for propaganda purposes. Chong made us pose "at play" for a photographer. We tried to indicate by making signs with our fingers that it was all a lot of nonsense.

But when the conference closed we were still in the prison in Mukden. Our food began to fall off in quality. We did, however, get one concession: we were permitted to write letters home and our parents were authorized to ship us packages.

To help pass time I started writing a book about my experiences in Japan and Korea. I played it pretty straight, neither praising nor condemning the Chinese. My intent was to persuade them to let me take the book home with me in its innocuous state. Then when I got home I would write the last chapter and speak my mind. I began working on the book two or three hours a day.

One day in September, Chong came into our rooms, smiling from ear to ear, and announced that we were to go on a tour of Peiling, a famous park in Mukden. Sure enough, we were taken in an American weapons carrier on a tour of the mausoleum of the first emperor of the Manchu Dynasty, then went for a rowboat ride on an artificial lake. A photographer came along to take our picture, obviously so the Chinese could circulate the lie that we PWs went on these outings all the time. The photographer had a difficult time keeping the guards out of the pictures, especially the two boatloads full which followed us around the lake.

About two months later, on Nov. 27, 1954, Chong and the Honcho came to our rooms and without warning or explanation took Andy MacKenzie away. About five minutes later they all returned, and Cameron, Parks and I were summoned to the library. I knew something unusual was in the air. When I came into the room, Andy caught my eye and gave me the "thumbs up" signal. He was obviously excited. After we were seated the Honcho got up and read from a small piece of paper something like this: "Squadron Leader MacKenzie, you have been with us almost two years. Your case has been settled satisfactorily and you are now a free man."

We were stunned. At first I did not know whether to believe the Honcho. The show had all the trappings of trickery. But after talking with Chong, who was going to escort MacKenzie to Hong Kong, I became convinced that the Honcho meant what he said.

But after Chong left with Andy the radio mysteriously went dead and the "newspaper" stopped. This made us suspicious again and we were not sure Andy had actually been released until we got letters from home confirming the fact.

Later Chong hinted to us that the reason MacKenzie and not we had been released was that the British Commonwealth "had taken

CONTINUED ON NEXT PAGE



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Here is a brand new concept of the candid camera ... its "fast" f:2.8 lens gets bright pictures on those "not-so-bright" days ... trigger-action film advance and shutter cocking takes 10 shots in 10 seconds! Even the beginner can catch those fleeting expressions of children—those fast moving plays in sports—at the very peak of interest. The REALIST 35 takes entire sequences of rapid motion ... you just can't miss!

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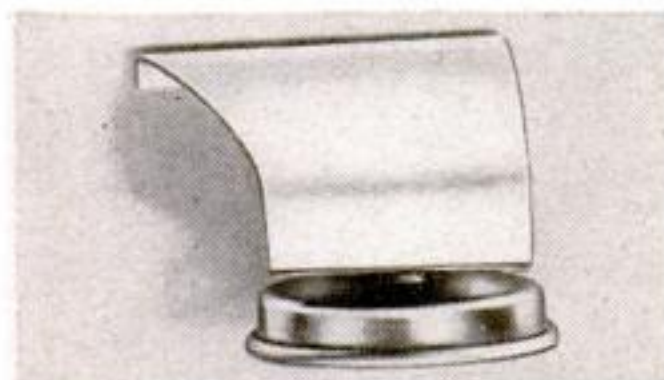
IT NEVER LEAVES A RAGGED EDGE

MUSHROOM, CREAM
PEPPER POT
SCOTCH BROTH
TOMATO
VEGETABLE
VEGETABLE BEEF
VEGETARIAN VEGETABLE

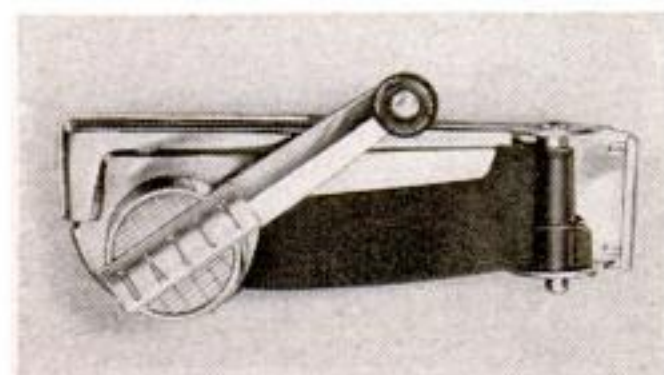
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PRISONER'S STORY CONTINUED

a more enlightened attitude" toward the "New China" than the U.S. He suggested that our "cases would be settled more quickly" if the U.S. "would stop interfering in China's affairs."

Our morale was low when MacKenzie left, but it sank even lower when not long afterward we were told that Colonel Arnold and his B-29 crew had been sentenced as "spies." We were afraid the Chinese would level the same charges against us.

Evidently part of the Chinese game at this time was to keep our morale up. When we got down in the dumps they usually came round with a new batch of amenities. Now they gave us all new sweaters and an imitation leather photograph album for the propaganda pictures. They also produced a violin for Cameron, who was a former professional musician. When we needed a fourth for bridge, one of the interpreters sat in MacKenzie's old place. Packages from home began to come through more frequently. In addition, we were permitted to communicate regularly by mail with Edwin Heller, who was still in a hospital somewhere in China.

The Chinese tried to make Christmas of 1954 a big day for us. They served us a monstrous (and incidentally delicious) lunch, by far the biggest since we arrived in China, and had pictures taken of us eating "the typical PW meal." That evening, for dinner, we were served a rare treat, small meat dumplings called *chiaotse*, which we gobbled down with gusto. In fact, we got in a race to see who could eat the most. (I was second with 53.) For weeks afterward the Chinese lectured us about overeating.

Early in January we learned that Dag Hammarskjold, Secretary General of the United Nations, had declared he would come to China to seek our release. Our morale soared. Not long after we received this news, a Chinese doctor came to the prison and gave us a complete physical examination—the first we had had since coming to China.

All this time I had been working assiduously on my book, but now I was more and more afraid that Chong would confiscate it, so I dreamed up a scheme to make him think I had given it up. First I took two pieces of cloth and sewed them on the inside of my sweater to form a secret lining, in which I secreted the manuscript. Then I wrote a note to Ed Heller, which I knew Chong would read, and told him that I had got disgusted with my work and had torn the book up and thrown it away.

I thought I might get away with it, but one day I came into the room and found Chong sitting on my bed. He said, "Where is your book?" It was obvious from his tone that he had searched my room and knew exactly where the manuscript was, so I reached under my bed, pulled out my sweater and gave him the manuscript—all 160,000 words of it.

I guess my book is still in my official file in Mukden. I wish Chong would send it to me, because I would like to finish it, especially the last chapter.

Strange footprints

At the end of February we began to suspect that another American had been brought to our prison. We were not sure until about the 10th of March when, in our recreation area, we found strange footprints, larger than the average Chinese type. Since our communications with Heller had been abruptly suspended without explanation three weeks earlier, we concluded that Heller had been transferred from his hospital to our prison.

Not long afterward, Lyle was standing on a desk, peeping out over the top of the shutters into the recreation area and saw the newcomer. "It's him," Lyle said. "It's a tall man, and he's limping." I traded places with Lyle and got a firsthand look. It was Heller all right, and he looked lonely and dejected. I felt very sorry for him and wished that he could somehow be put in our section of the prison.

On April 7, 1955 Chong came in with a piece of string in his hand and measured us for new shoes. He told us that a conference was to be held at Bandung to "help settle Afro-Asian problems." We asked Chong if this related to us in any way. He hinted that our fate was very much involved with the conference.

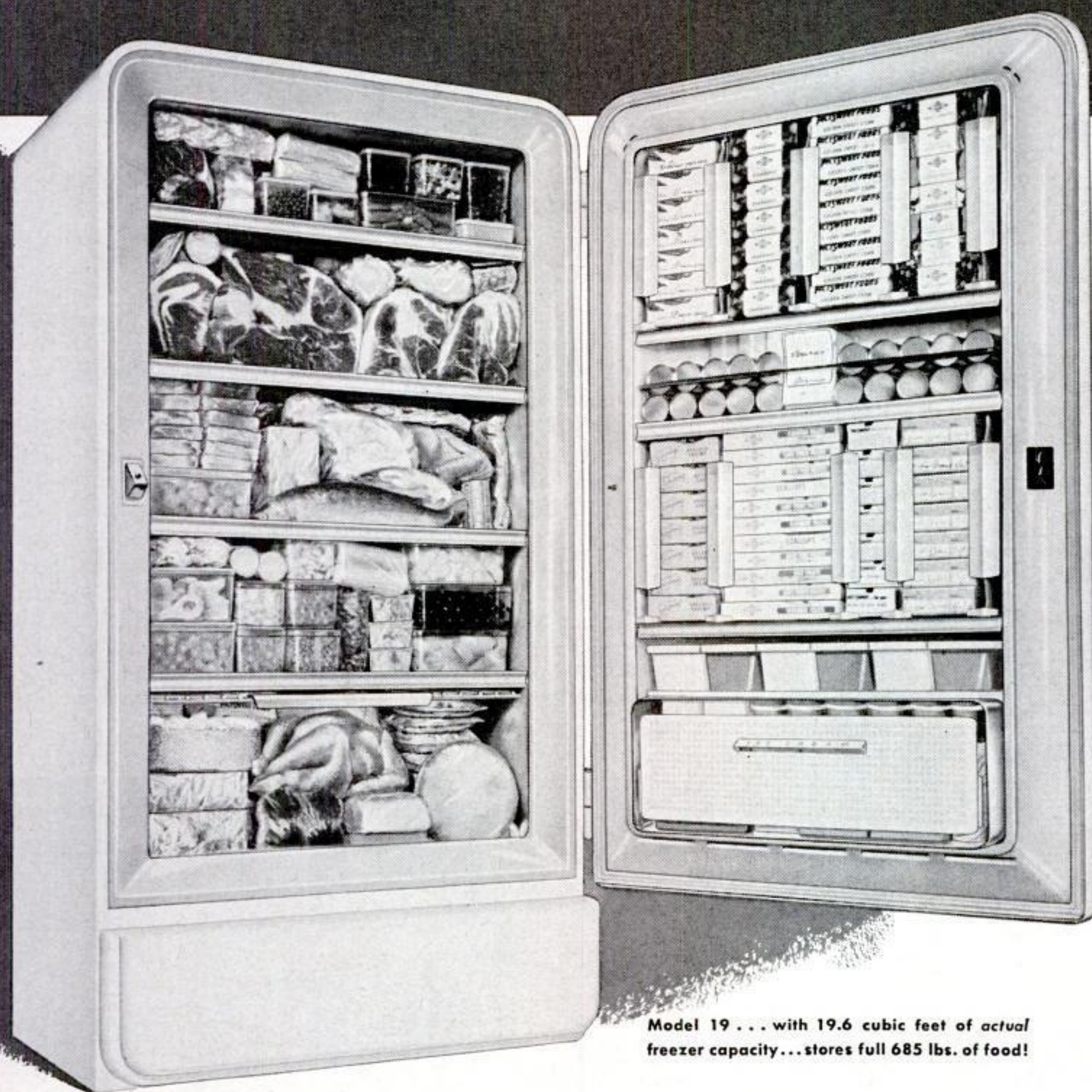
That evening a wonderful thing happened. While I was sitting in the library writing a letter to my family, Ed Heller suddenly walked in, trailed by Chong and the Honcho. I was so glad to see him I felt like crying, but I just looked up and said, "Hi, Ed. It's been a long time." We were the first Americans Heller had talked to in 26 months. He took MacKenzie's place in our quarters.

Very early the next morning—April 8th—the Honcho called the four of us into the library and announced solemnly: "You're going to Peking for an early settlement of your case. Be ready to leave by 1300." Then he walked out of the room. I had been

CONTINUED ON PAGE 160

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GUARANTEED TO OUTPERFORM ALL OTHERS



Model 19 . . . with 19.6 cubic feet of actual freezer capacity . . . stores full 685 lbs. of food!

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Yes—there is only one Amana, only one food freezer in all the world so constructed and so guaranteed. Yet Amana costs no more than ordinary freezers.

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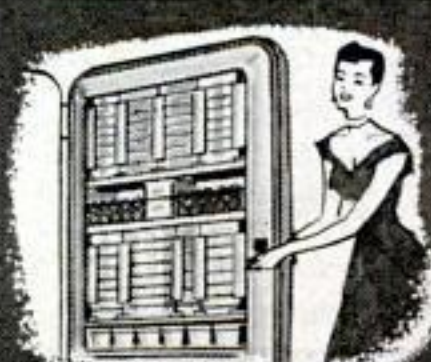
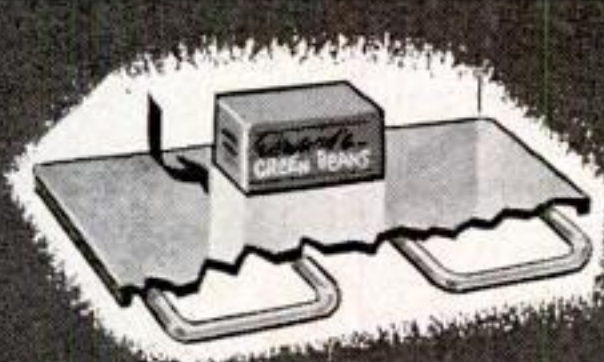
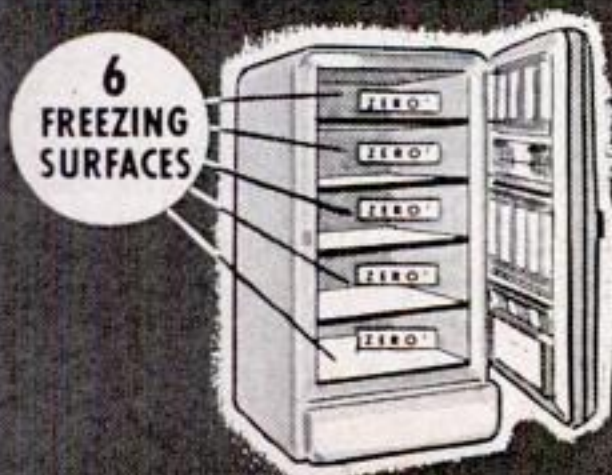
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4. New Automatic Food Racks! Easily adjustable food dispensers fit all standard packages. Serve food in the order you store it. Eliminate need for written inventory sheets!

5. Dessert Bar—Leftover Shelf! Two special features . . . Pull-down door compartment for ice cream and desserts. Special shelf with colorful containers for leftovers.



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misled so many times by these men I could no longer believe anything they said. But nevertheless, like the others, I spent the morning eating up what food there was left in my packages, just so Chong and the guards would not fall heir to it.

We got on a train that afternoon in Mukden, trailed by 10 guards, Chong, the Honcho, a cook and miscellaneous other Chinese. At Peking we were hurried aboard a new Russian bus and driven to our new quarters, a house with gardens, patios and numerous rooms. After Mukden it was paradise.

The usually dour Chong was now unusually chipper. He kept telling us that we would soon be going home—and lecturing us on the Bandung conference. Our skepticism began to melt away. We began to believe that within a matter of hours, or perhaps days at the most, we would be on the way home.

Then one day Chong came to the house with a frown on his face. He called us all together and said, "You know, the international situation changes very rapidly." A cold silence fell over the group. What had happened? Chong would give no further information. Our guards and cooks seemed to be settling down for a long haul, so, filled with gloom and disappointment, we did likewise.

The days passed. We pumped Chong and tried to deduce from his remarks and the "news" broadcasts what had gone wrong at Bandung. Of course, reading the censored Communist "news," we got no hint of the fact that Chou En-lai had been castigated by his own fellow Asians at the conference and had lost face. At the time we assumed that it was the crash of the *Kashmir Princess* aircraft, filled with Communist officials, that blocked our release, because Chinese propagandists blamed it on "American-Chiang secret agents."

A week passed and then another. We got no indication whatsoever of what the Chinese had in mind for us. About May 20, Chong came to the house, again all smiles. More packages arrived. We began to hope once more.

On the evening of May 23 a new group of Chinese officials came to our glorified prison, called us together and, with a dash of ceremony, read off "indictments" and informed us that we would soon be "tried." A group of Peking lawyers came to give us "legal advice."

The next day we were taken to a large government building and marched into a courtroom where there was a big audience of Chinese civilians and three judges in military uniforms.

After the indictments were read, our "lawyers" went through a sham mumbo jumbo with the judges. It was perfectly obvious that the entire proceeding was little more than play-acting. The audience snickered from time to time as though they were watching a mildly funny comedy.

Finally we were all marched out of the court and into a waiting room while the judges deliberated. Exactly 15 minutes later we were paraded before them once again. Then one of the court reporters got up and started reading the decision—which obviously had been printed up long before. I can remember only five words. They were "you will be deported immediately." They were the greatest words I ever heard.



HOMECOMING PARADE in Swea City, Iowa is town's welcoming tribute to Captain Fischer, who rides down main street with his son, Harold III.



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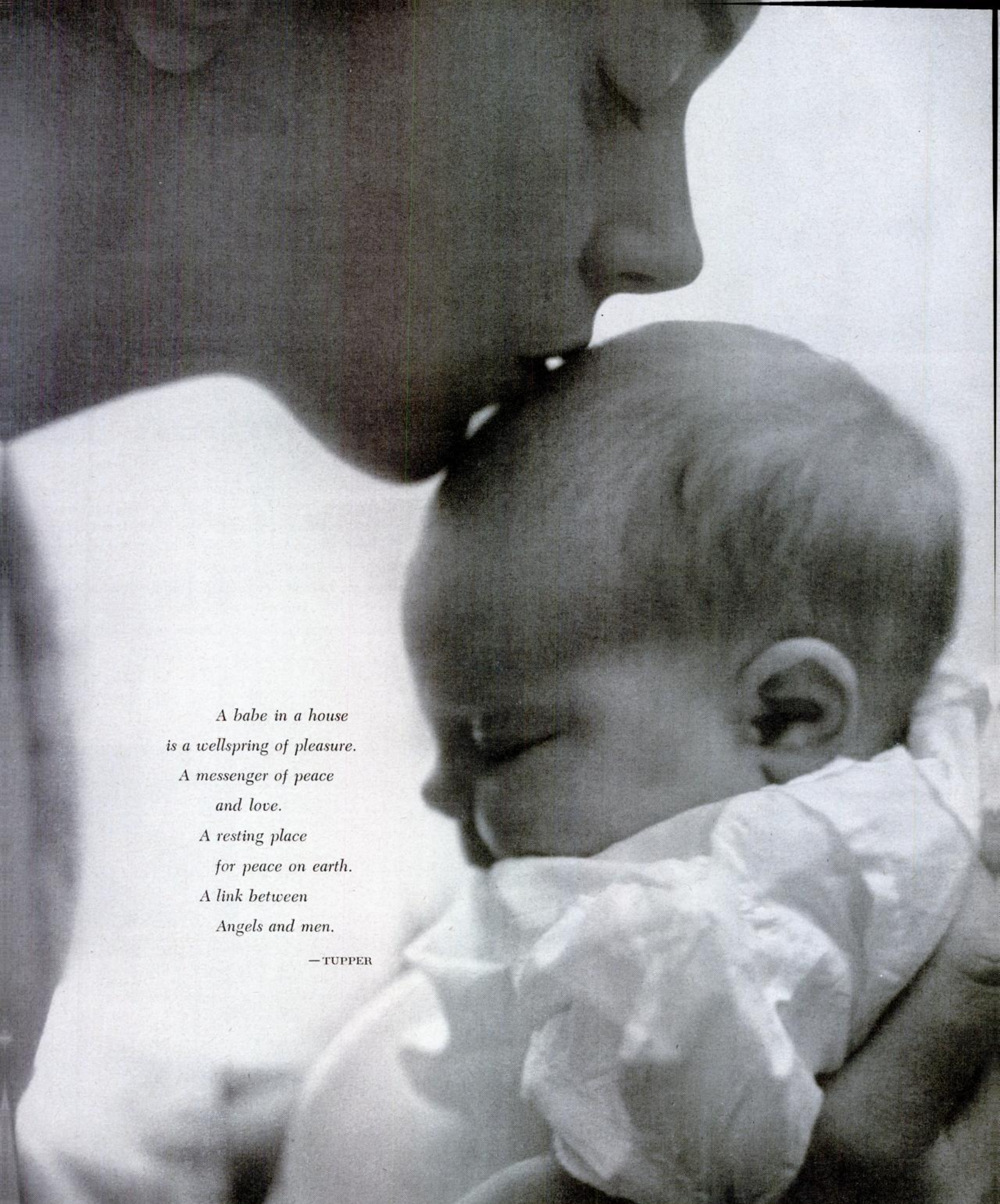
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What happens when **LIFE**

Beautiful, frantic, serene, exciting—Washington, D. C. is a city of changing mood, a smorgasbord of occupations, influences, opinions and politics.

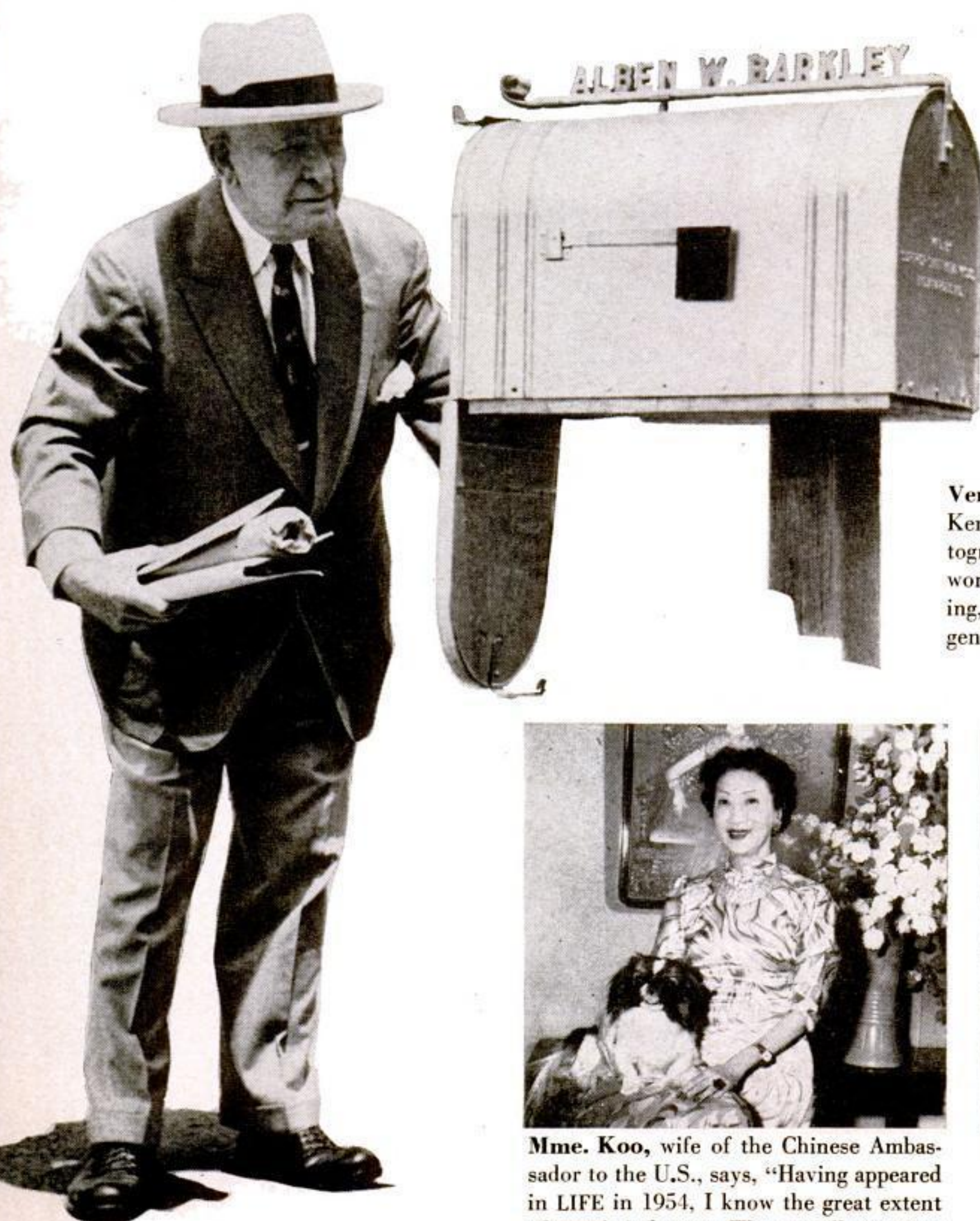
The Government is of course Washington's main industry. But hundreds of independent businesses and industries flourish. A healthy year-round tourist trade is served by very fine hotels, motels, restaurants, department stores.

Famous institutions like the Smithsonian, the Library of Con-

gress, Washington Cathedral, the beautiful National Gallery of Art, and others have done much to establish Washington as a seat of culture, and there are 25 institutions of higher learning, including Georgetown University, Howard University and Trinity College.

Other points of cultural interest include the Folger Shakespeare Library, the Lincoln Library in the Ford Theatre, the Franciscan Monastery, and the Aquarium and Botanical Gardens.

On the lighter side, fabulous dinners, cocktail parties and lavish



Venerable ex-Veep Sen. Barkley of Kentucky says, "LIFE's dramatic photography and accurate reporting pinpoint world crises almost while they are happening, promote understanding and intelligent appraisal. We look ahead to LIFE."



Grace MacKnight, popular social secretary, rings bid-closing bell at Washington Symphony benefit auction. She says, "Everybody saw my photograph in LIFE."



Mme. Koo, wife of the Chinese Ambassador to the U.S., says, "Having appeared in LIFE in 1954, I know the great extent of LIFE's influence. We are still receiving many requests for copies of the picture."



Publisher Philip L. Graham of the Washington Post says, "LIFE's editors have the courage and the brains to realize that the national taste is constantly rising. Each new issue of LIFE Magazine proves it."



Congressman's wife Mrs. Karl LeCompte of Iowa appeared in LIFE in 1954. She has this to say, "It made me feel just like a movie star. Many, many kind people sent me messages and clippings of the story."



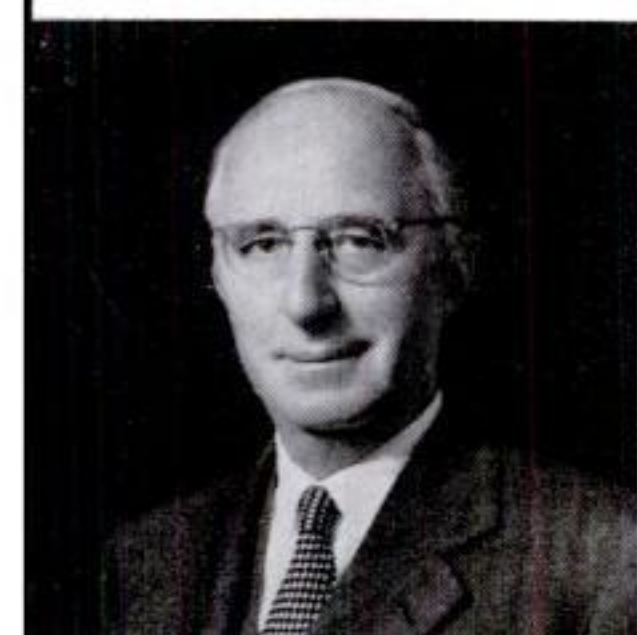
hits WASHINGTON, D. C.?

es, attended by dignitaries, have established Washington as the w hub of American society.

Here, 3 out of 4 households* read LIFE. And here, as in other merican cities, LIFE touches upon the lives of the city's people. t these words and pictures cite a few instances for you.

ource: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred litz Research, Inc. (A LIFE-reading household is one in which any member age or over has read one or more of 13 issues.)

LIFE 9 Rockefeller Plaza, New York 20, N. Y.



Dean of Diplomats Norwegian Ambassador Morgenstjerne: "LIFE's editorial attitude is a bastion of understanding within the free world."



Symphony Orchestra Conductor Howard Mitchell: "LIFE's 'Washington Party of the Year' article focused national attention on us."



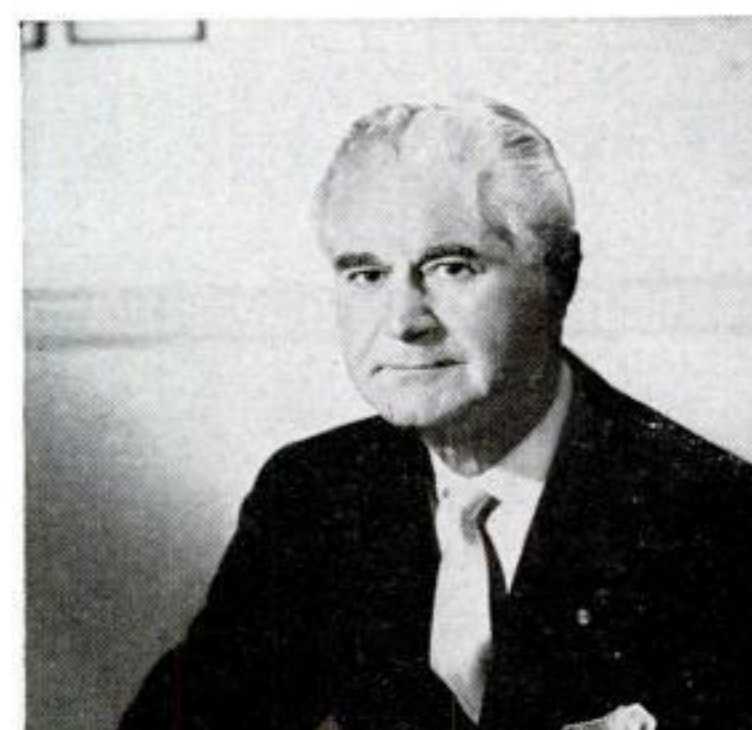
Eleanor Lansing Thomas, former social secretary of Mrs. John Foster Dulles, appeared in LIFE May 25, 1953. She comments, "After the article I received hundreds and hundreds of letters from all over the world. Many foreign magazines picked up the story following the LIFE format. It was very flattering to have foreign dignitaries recognize me immediately on sight."



Hostess with the mostest', internationally known Perle Mesta, former Minister to Luxemburg, says, "LIFE pictures are superb camera studies, penetrating to the heart of a situation as it is happening."



David Finley, Dir. Nat'l Gallery of Art: "LIFE's color photograph of Verrocchio's bust of Lorenzo the Magnificent brought a great many visitors to the Gallery to see it. Many requested photographs of it."



John Logan, Pres. Nat'l Ass'n of Food Chains, says, "LIFE's food issue in Jan. '55 did a fine job of informing readers of the food industry's constant efforts to provide them with better living at lower cost."



Dr. Leonard Carmichael, Secretary of the Smithsonian Institution, says, "LIFE's 'Nation's Attic' story in 1953 created more interest in the Smithsonian Institution than ever before in our entire history."



BRINGING OUT THEIR BEST SILVER, SWIMMERS AND COACH TINKHAM SHOW OFF MORE THAN 200 TROPHY CUPS. TEAM STAR SHELLEY MANN IS AT UPPER LEFT

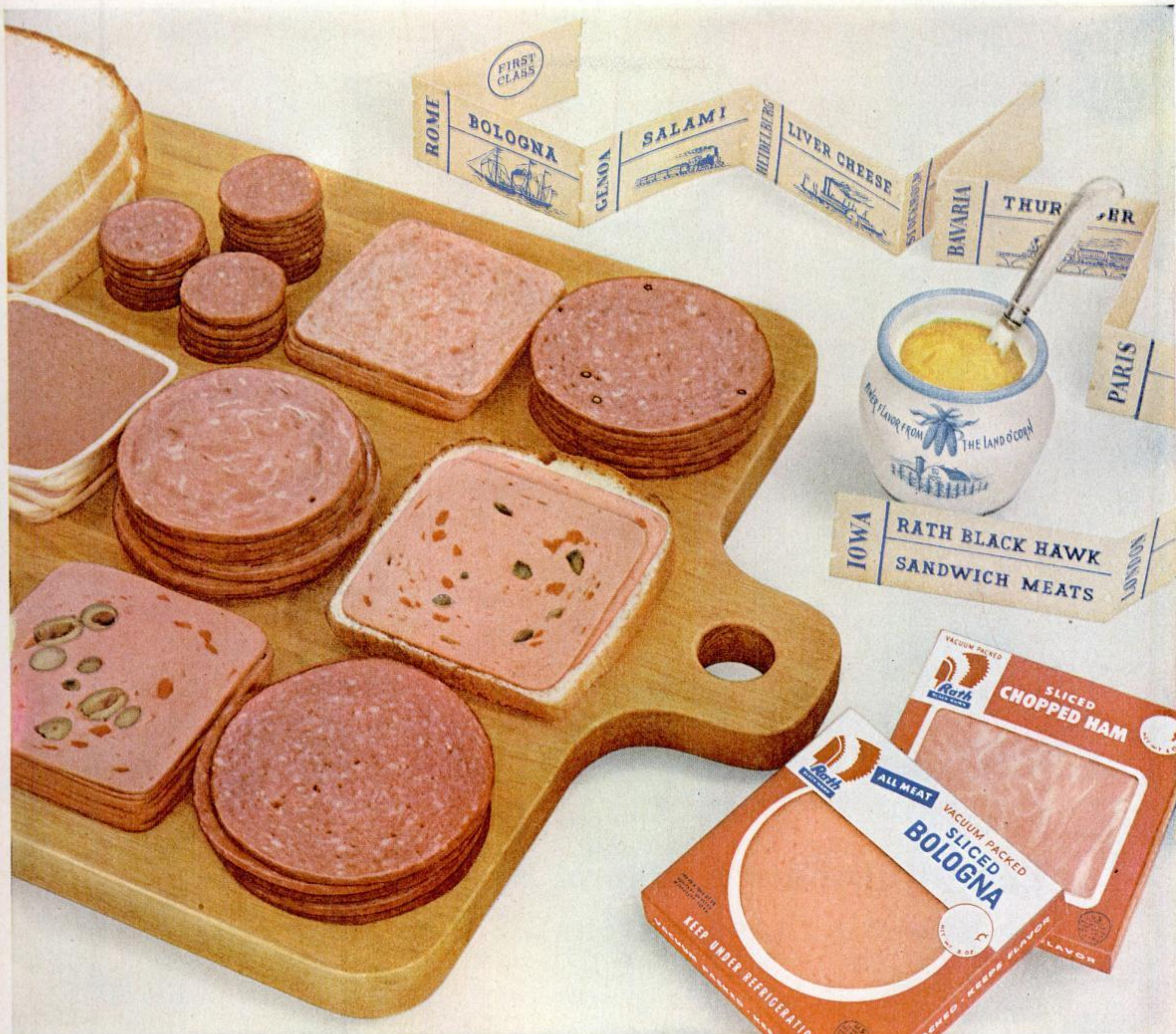
THE FASTEST GIRLS IN THE SWIM

Walter Reed Army hospital team, coached by a private, slaves in training to triumph in competition

The fleetest set of girl swimmers in the U.S. belongs to a team sponsored by an Army hospital and coached by an Army private first class. The Walter Reed Swim Club of Walter Reed Army Medical Center in Washington, D.C. holds the national senior women's A.A.U. indoor and outdoor championships while, in individual events, members have set three world records and 14 American records. The team's star sprinter, 17-year-old Shelley Mann, is rated the best woman swimmer in the U.S. today.

About half the girls are teen-age dependents of military personnel,

the rest local girls who joined the club. Their coach, 23-year-old Pfc. Stan Tinkham, a former swimmer at the University of North Carolina, was assigned to his post last year while stationed at Walter Reed. Tinkham, who has an easygoing manner, drives his team through a frenzied training program. Day after day the team does road work and calisthenics, swims endless laps in the pool and struggles through such strenuous fun as tugs of war. The girls love it. Exhausted at the end of a practice session, they gasp to Tinkham, "Gee, Coach, that workout was really great today."



THE RATH PACKING CO., WATERLOO, IOWA

"Cooks Tour"...via Iowa!

Folks say you find the best old world sausages smack-dab in the heart of Iowa.

And they're so right!

Would you have Thuringer Sausage with that rich, dark flavor kaffee-klatchers of Bavaria love?

What about a Salami, spiced to make an Italian sing out with "O, Sol O Mio"?

Or do you prefer zesty, robust Liver Cheese straight from an old German recipe?

Rath makes 'em all but with a Yankee Doodle goodness!

For Rath uses Iowa corn-fed pork and tender beef. The very same tender, juicy meats that go into the many all-American favorites like Franks and Sliced Ham. And every one is cooked and fussed over in a real, old-fashioned Iowa way.

Get plenty for the Fourth. Rath Black Hawk sliced meats are vacuum sealed in plastic to keep them *kitchen* fresh!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN





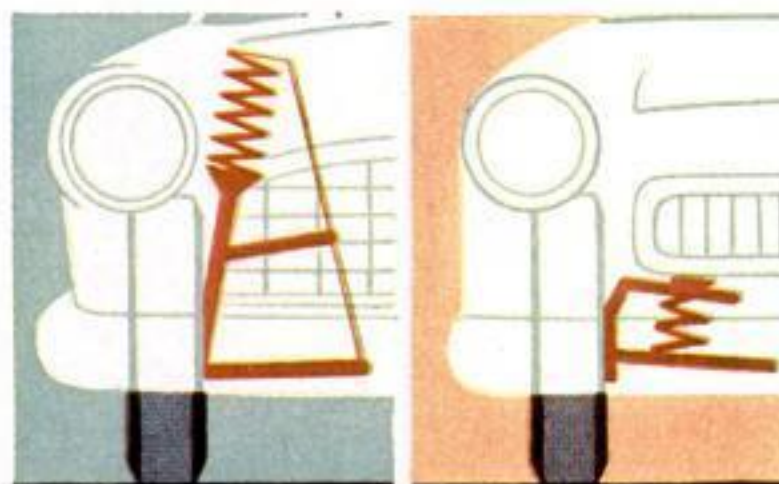
Beautiful performers — new Hudson Hornet Hollywood hardtop (available with V-8 or Championship Six engine) and Star Water-Ski Performers of Cypress Gardens, Winter Haven, Florida.

Beautiful, new Hudsons by American Motors give you all these extras . . . at no extra cost!

Extra room, ride, vision and safety . . . top big list
of features found nowhere else at any price!



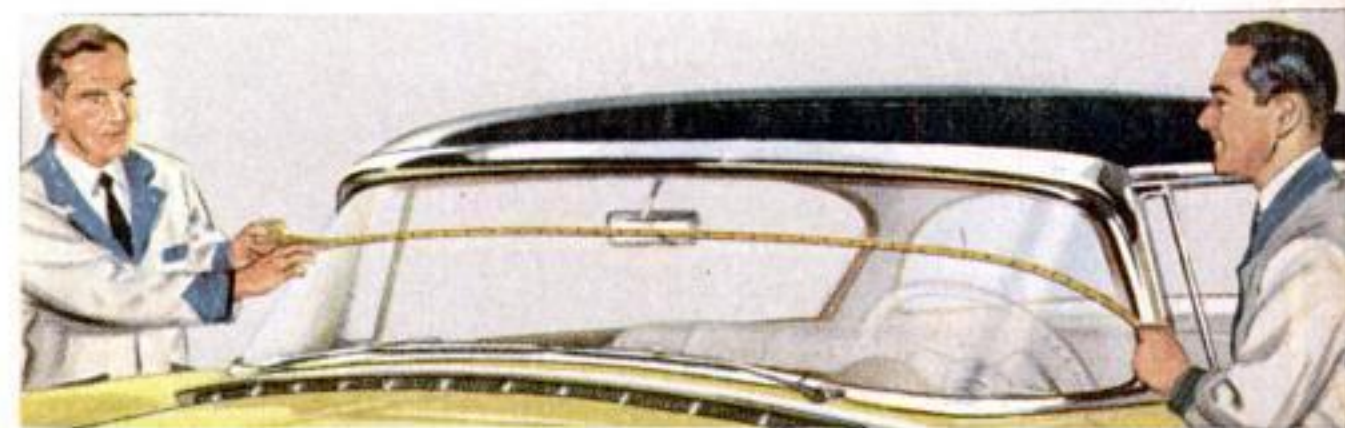
Hudson seats are wider than those in any other car at any price — nearly six inches of extra room in many cases! Headroom is again the best in any car at any price — three inches more than in some of the most expensive cars built today! See it for yourself.



HUDSON

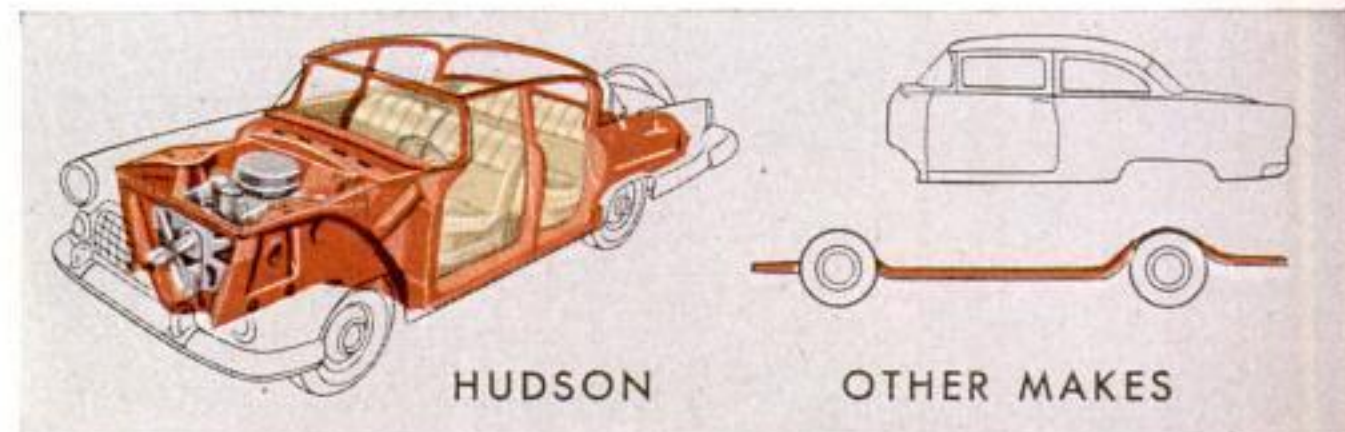
OTHER MAKES

Extra-smooth, steady ride. Hudson brings you American Motors' exclusive, new Deep Coil Ride — at no extra cost. Long coil springs, with three times ordinary cushioning power, slanted outward for new anti-sway safety — for smoother riding, easier handling.



Widest wrap-around windshield — you get extra vision-area in Hudson — easier, more relaxed driving. The widest wrap-around windshield in the business (completely free from

distortion anywhere) teams up with a new lowered hood to give you perfect forward vision. Hudson fenders are raised to help guide you in tight spots and in parking.



HUDSON

OTHER MAKES

Extra safety, longer car life with American Motors' exclusive Double Strength Single Unit car construction — rattleproof, twice as strong,

twice as rigid, twice as safe as other bolted-together bodies and frames. Keeps Hudson like new longer — makes it a better trade-in.

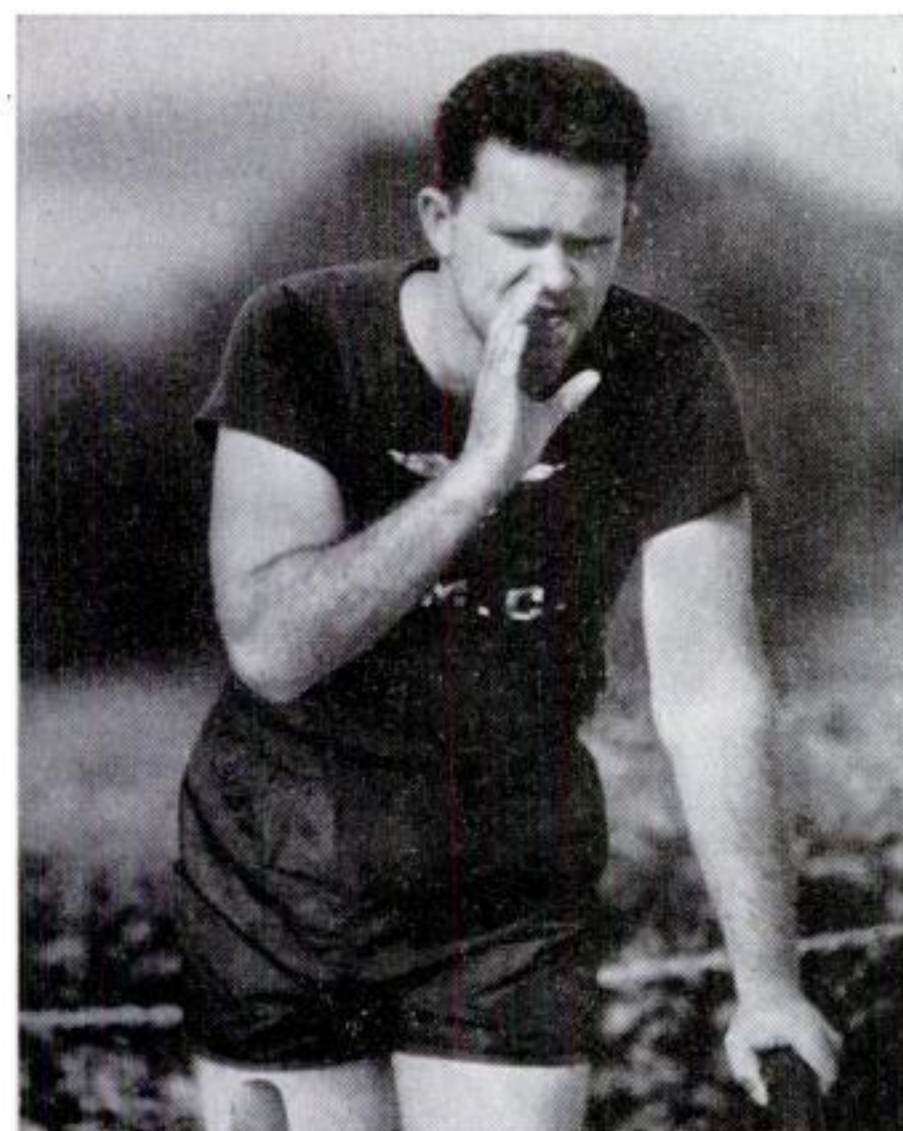


Hudson Hornet • Wasp • Rambler • Metropolitan
Products of American Motors

See "Disneyland," great new all-family show, ABC-TV network. Check TV listings for time and station.



ON LAWN OF HOSPITAL, GIRLS TEAM UP IN TWOS AND ROMP THROUGH A MUSCLE-BUILDING WHEELBARROW RACE

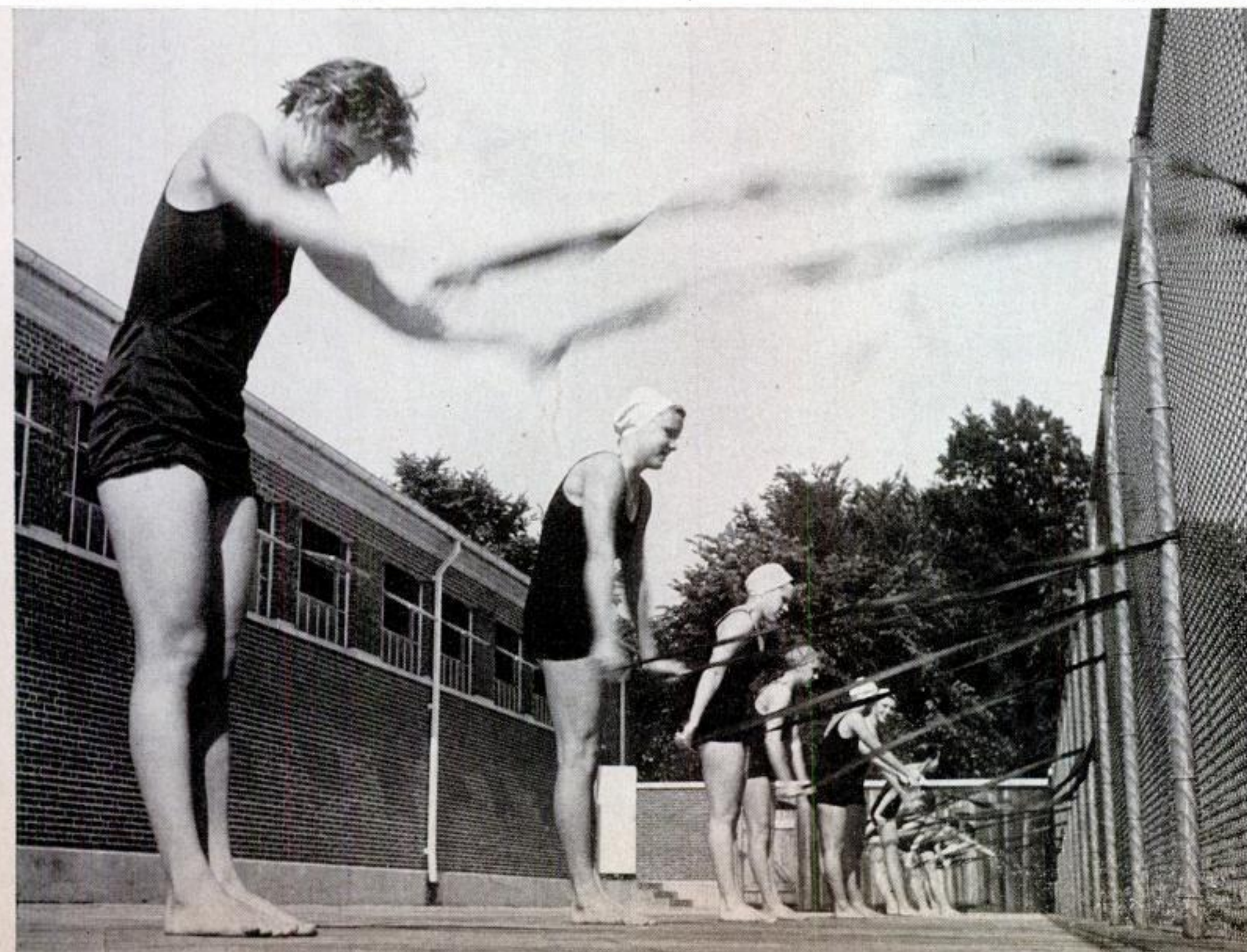


COACH TINKHAM whistles to team. He will stay on to coach at Walter Reed after Army discharge.



CALISTHENICS to develop calf and leg muscles are part of the rigorous daily drill. Girls lower and raise 20 times on each leg.

DOING STRETCHING EXERCISES, THE SWIMMERS PULL ON HEAVY ELASTIC BANDS LOOPED AROUND FENCE POSTS

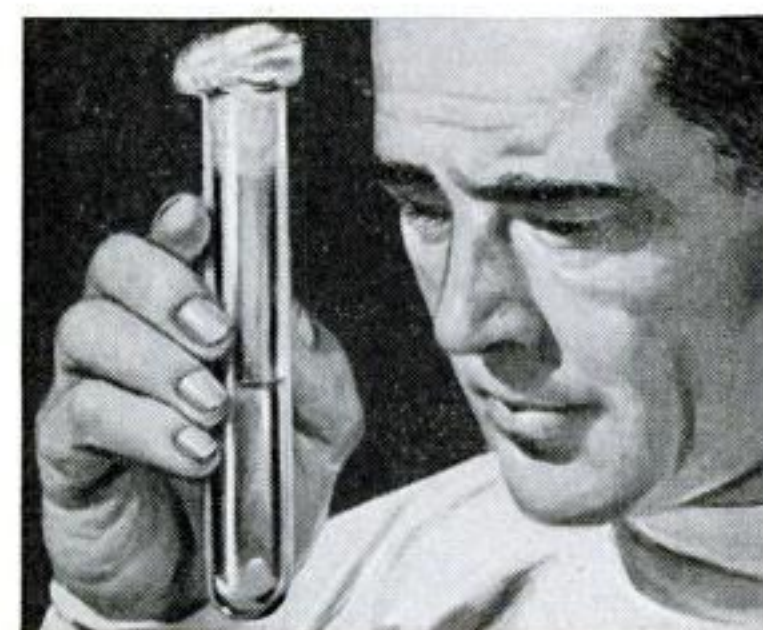


KILLS 100%

**OF ATHLETE'S FOOT
FUNGI IN LESS THAN
5 MINUTES**

Famous laboratory cultivates millions of Athlete's Foot fungi, reports every single one killed by Absorbine Jr.

Within seconds after you apply it, you feel Absorbine Jr. go to work. This time-tested stand-by has brought successful relief in a great majority of cases tested under strictly controlled clinical conditions—regardless of what kind of Athlete's Foot fungi were present. So relieve Athlete's Foot misery **FAST** with Absorbine Jr., America's No. 1 Relief!



Athlete's Foot fungi may attack your feet any time of year. And when your toes become moist, irritated, in summertime, they're least able to resist these parasitic micro-organisms. But as demonstrated in laboratory test, fast-acting Absorbine Jr. causes quick death to Athlete's Foot germs.



Raw cracks between the toes are where Athlete's Foot fungi get in, spread and infect. Toes redden, skin flakes off in whitish patches. These—and itchy pain—are usually symptoms of Athlete's Foot. When you see them, promptly apply Absorbine Jr. It kills all the Athlete's Foot fungi it reaches and promotes healing. To guard against Athlete's Foot, use Absorbine Jr. daily during summer. Sold at drug counters everywhere.

W. F. Young, Inc.
Springfield, Mass.



Absorbine Jr.
AMERICA'S NO. 1 ATHLETE'S FOOT RELIEF



First on Deck!

Clear the decks for Black & White!
You can depend on the leading Scotch
Whisky in America because its quality
and character never change!



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

Reed Swimmers CONTINUED



IN FLUTTER-KICK DRILL, essential but tedious exercise at beginning of workout in water, girls hang on to edge of pool and kick for 15 minutes.



IN TOWING RACE swimmers wearing heavy sweatshirts pull two teammates. Losers must swim five laps for each place they finish behind winners.



ALL IN at the end of a punishing workout which finished with 15 laps of sprints in all the various swimming strokes, girls flop around edge of pool.

**More vintage tobacco makes PHILIP MORRIS
so popular with younger smokers**



Gentle, more delicate in flavor...for those with keen young tastes

Why is it that PHILIP MORRIS finds special favor among younger smokers? Simply because younger smokers—with their eager, unspoiled tastes—are quick to note the likeable gentleness and delicate flavor that distinguish vintage tobacco. Do as

Young America does. Enjoy PHILIP MORRIS—King Size or Regular—in the convenient Snap-Open pack.

Philip Morris

Hollywood's favorite
**Lustre-Creme
 Shampoo...**



Cream or Lotion

"Yes, I use Lustre-Creme Shampoo," says Maureen O'Hara. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

**Never Dries—
 it Beautifies**

Maureen O'Hara

starring in **"LADY GODIVA"**

A Universal-International Picture.
 Print by Technicolor.





STILL AN UNKNOWN AND AN OUTSIDER, JACK FLECK IS WATCHED BY A GALLERY OF ONE AS HE SINKS A PUTT FOR A BIRDIE ON THE SIXTH HOLE OF LAST ROUND

AN OLD CAMPAIGNER AGAINST A NEWCOMER

As always the U.S. Open started out last week with the unknowns playing alone and the headliners drawing the gallery. And as the last round of the tournament at the San Francisco Olympic Club drew to a close, old (age 42) Ben Hogan could scarcely control the crowd as his partner started to putt (*right*). Tired but desperately game, he was trying to become the first golfer in history to win the U.S. Open five times. He concentrated as only Hogan can, paid no attention to the other golfers. Late Saturday, with the best score yet turned in, 287, he announced, "If I win, I will never play in another Open. I am over the hill."

Only one player stood between Hogan and victory, an unknown with five holes still to play. For 32-year-old Jack Fleck, a pro from the Davenport, Iowa municipal courses, who had never won a major tournament, one birdie would gain a tie. Fleck went one over par on the 14th, birdied the 15th, shot even par on the next two. On the 18th, needing a birdie, he drove his tee shot into the rough. Using an iron, he sent his approach shot to within seven feet of the pin. Then he stroked the ball into the cup for a birdie, producing the 19th play-off in the Open's history. On Sunday, Fleck, the most sensational newcomer to hit the bigtime, won.



FINISHED AND APPARENTLY VICTOR, HOGAN QUIETS CROWD FOR PARTNER →



PAINFULLY TRUDGING uphill toward the seventh green, a weary Hogan plainly shows the strain

of competition. He presses on his thigh to ease the pain of the automobile crash injury to his left knee.



WAVING PUTTER and tipping cap, Fleck acknowledges cheers for tying Open before crowd of 10,000.



WIDE-EYED CHALLENGER Fleck talks of round as he stands before scoreboard after tying Hogan.



THESE PICTURES WERE TAKEN WITH A POLAROID LAND CAMERA

now...not just pictures in 60 seconds

but pictures so good you won't believe you took them!

A new film has just been perfected for the amazing 60-second Polaroid Land Camera... a film *completely different* from any you've ever used — or even heard about. Now, when you pull a picture out of the Polaroid Land Camera, you're going to wonder: did I really take this shot? Details come out unusually sharp and clear — even if half your subject is in brilliant sunlight and half in deep shadow. Skin tones are softer, more flattering, lipstick never goes black — because this new film is panchromatic. Even casual

snapshots of babies and women look like the work of a professional studio. And you'll be able to enjoy these pictures for a lifetime: they'll last like any fine prints. (Copies and enlargements are better than ever, too.)

You'll take pictures you've never even *thought* of trying. New Polaroid

PolaPan Land Film is so sensitive you can shoot in one-fourth the light you used to need. You can take many pictures indoors without flash...get superb portraits with a 150 watt bulb in an ordinary bridge lamp... shoot excellent pictures even on gray, rainy days. And if you make a mistake in judging

exposure, this new film will correct it.

When you can get magnificent picture quality — and have the fun of seeing your pictures 60 seconds after you snap them — what's to stop *you* from buying a Polaroid Land Camera *now*? Ask any dealer to show you this new low-priced model that sells for as little as \$1.19 a week. Then take a picture with the new film. (The camera's a cinch to use.) When you pull that picture out 60 seconds later, you won't want to give the camera back. Well... *don't*. It can *make* your vacation.

POLAROID® Land CAMERA
now with remarkable new film

AVAILABLE IN CANADA • POLAROID CORPORATION, CAMBRIDGE, MASS.



HOW TO BUILD A TREE HOUSE

An amateur who wants to build a really original tree house should not try to do it himself. Better results can be obtained by hiring professionals as Mr. and Mrs. Arthur Holstein of Livingston, N.J. discovered. Requisites are: first, a house; second, a large shaky dead tree near the house; third, a couple of workmen willing to cut the tree down. As

Mrs. Holstein saw her pair hacking away at the tree trunk, she had a feeling that something ominous was about to happen. She fled to a neighbor's a few minutes before the tree fell, chopping the house in half and causing \$3,000 worth of damage. Mr. Holstein was at work, the two children at school. So though it is a house divided, the family is intact.

this diamond

achieved popularity as one of the earliest single-face American playing cards.

this diamond

has achieved popularity throughout the world today. It identifies the gin that's dry...clear...the right proof (90 proof)...and the gin with the right taste—never harsh, ALWAYS smooth. ALWAYS look for the Gilbey's famous frosted bottle.

The world agrees on
"GILBEY'S
please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

FEEL CROSS AS A BEAR? That's natural when little annoyances pile up. But the psychological fact is: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, you're wise to choose the cigarette that gives you the most pleasure. That means Camel.

For more pure pleasure...
have a
Camel

AS LOVELY Maureen O'Hara knows, it's wise to choose a cigarette for the pleasure it gives. Because pleasure helps your disposition. And more smokers get more pleasure from Camels than from any other brand! So — have a Camel. You'll agree — no other cigarette is so *rich-tasting*, yet so *mild* as Camel!



*"I like a real cigarette
— when I relax!"
Maureen O'Hara*



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

No other cigarette is so **rich-tasting**, yet so **mild**!